

Biography of Katie Paine, CEO

Katie Delahaye Paine is the founder and CEO of KDPaine & Partners LLC a New Hampshire based consultancy that provides plans, products, and services that help PR, public affairs, and marketing professionals measure their success and make better, more informed decisions for their organizations.

She writes *KDPaine's Measurement Blog* and publishes the electronic newsletter and blog, *The Measurement Standard*. Her book, *Measures of Success, KDPaine's Guide to measuring your public relationships* was published in January 2008, which is used as a college textbook in many educational institutions.

For the past 17 years, Paine and her firms have read and analyzed millions of news articles, Internet postings and other forms of communications as well as conducting hundreds of thousands of interviews in the relentless pursuit of quantitative and qualitative measures of her client's marketing success. She works with some of the world's most admired brands including Raytheon, Georgia Tech, and Mothers Against Drunk Driving. Most recently, her endeavors have been focused on providing cost effective measurement programs for non-profits, small businesses and government agencies

Prior to launching KDPaine & Partners in 2002, Paine was the founder and president of The Delahaye Group, which she sold to Medialink in 1999.

Katie Paine was recently named one of "25 women who rock social media" by LeeOdden's prestigious OnLine Marketing Blog. In 2008, she was named one of PR Weeks 2008 Power Players for her advocacy of PR measurement. In 2009, her firm won the New Communications Award of Excellence for its breakthrough work in social media research. A year earlier, her firm won the Jack Felton Golden Ruler of Measurement Certificate of Merit from the Institute for Public Relations. In 2006, Katie Paine received the Business Excellence Award for Excellence in Media & Marketing from New Hampshire Business Review. Paine has also been named Entrepreneurial Venture Creator, Person of the Year by the University of New Hampshire's Whittemore School of Business.

Katie is a Senior Fellow and Advisory Board member of the Society for New Communications Research . She was also an initial founder of, and will soon complete her 14th year on the Institute for Public Relations Measurement Commission. She served as the US liaison to the European Standards Task Force to set international standards for media evaluation. She writes a regular column for PR News on corporate image and crisis communications and contributes to *PRNews*, *Communications World*, *PR Week*, *Business Marketing* and *New Hampshire Magazine* .She is also on the Advisory Board for the International Public Relations Research Conference (IPRRC.)

An accomplished speaker, Paine frequently lectures to conferences and universities including The Conference Board, The American Strategic Management Institute, the Public Relations Society of America, the International Association of Business Communicators, the Institute for International Research, the International Public Relations Research Conference, Ragan Communications Conferences,

Bulldog Conferences, PR News, the PR Executive Forum, IPRA, the University of New Hampshire and Southern New Hampshire University.

Prior to founding The Delahaye Group, Paine was the director of corporate communications for Lotus Development Corporation, and previously was manager of merchandising for Hewlett-Packard Personal Computer Group, helping launch the first HP LaserJet in 1984.

A Cum Laude graduate of Connecticut College's class of 1974, Katie majored in history and Asian studies. She received an Honorary Doctorate of Laws from New Hampshire College in May 1996. She is an Athena award winner and serves on the Board of Trustees of Exeter Health Resources. Her life is featured in Mark Albion's books, "Making a Life, Making a Living." and "True to Yourself."

A breast cancer survivor, Paine helped found and still runs the annual Seacoast Concert for a Cure, an annual fund-raiser for cancer survivors that has raised nearly \$75,000 in its 4 years of existence. She also serves on the board of Fill The Gap, a 24-hour cancer hot-line that she helped found.