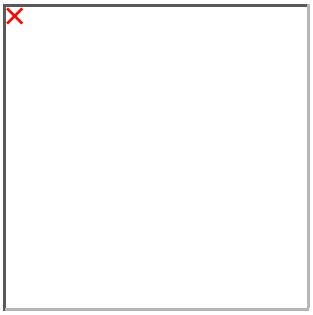

Katie Paine

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Katie Delahaye Paine is founder and CEO of Paine Publishing, LLC and Publisher of *The Measurement Advisor*, a newsletter devoted entirely to measurement topics. She has spent the last two decades helping companies define success and design measurement programs for their PR, Social Media and Communications programs. She was a leading force behind The Conclave's Standards for Social Media Measurement as well as the Barcelona Principles.

She founded two research companies and written three books, *Measure What Matters* (Wiley, March 2011) *Measuring Public Relationships* (KDPaine & Partners 2007) and *Measuring the Networked Nonprofit, Using Data to Change the World*, which won the 2013 Terry McAdam Book Award for non-profits. Paine is also a founding member of IPR's Measurement Commission, a member of the *PRNews* Measurement Hall of Fame and a board member of the Society for New Communications Research.