Katie Delahaye Paine

40+ Years in measurement	500+ Organizations advised	3 Books authored	3 Companies founded	IPR Medal Lifetime Achievement

ABOUT THE EXPERT

Katie Delahaye Paine, aka **The Measurement Queen**, has been a pioneer in communications research and measurement for more than three decades. She was recently awarded the prestigious **IPR Jack Felton Medal for Lifetime Achievement**, given for lifetime contributions in the advancement of research, measurement and evaluation in public relations and corporate communication.

She founded three measurement companies: **The Delahaye Group** (acquired by Cision, 1999), **KDPaine & Partners** (acquired by Carma International, 2013), and **Paine Publishing**, which consults with organizations including Microsoft, Clorox, Southwest Airlines, the International Monetary Fund, NATO, World Vision, and the National Wildlife Federation.

Prior to founding her measurement companies, she was Director of Corporate Communications at Lotus Development (now IBM), Merchandising Director at Hewlett Packard (supervising the launch of HP's first LaserJet printer), and Manager of Corporate Communications at Fujitsu Semiconductor. She also worked as a reporter and editor for the San Jose Mercury, San Francisco Examiner, Boston Herald, and Washington Post.

BOOKS

- *Measure What Matters* (Wiley, 2011)
- *Measuring the Networked Nonprofit* with Beth Kanter (Wiley, 2013) — Winner, Terry McAdam Book Award
- *Measuring Public Relationships* (KDPaine & Partners, 2007)

STANDARDS & INDUSTRY LEADERSHIP

- Co-creator, Barcelona Principles (first international PR measurement standards)
- Founding member, IPR Measurement Commission
- Organizer, The Conclave social media measurement standards (2013)
- Senior Fellow, Marketing & Communications Center, The Conference Board
- Senior Fellow, Society for New Communications Research

AREAS OF EXPERTISE

- Earned Media Value (EMV) methodology
- Advertising Value Equivalency (AVE) critique
- CPM benchmarking — outlet-specific vs. flat-rate
- Impression counting: bot traffic, UVM overstatement
- Attribution of media value among multiple parties
- Social & digital media valuation
- Barcelona Principles / AMEC framework compliance
- Reputational damage quantification
- PR agency campaign value assessment
- Daubert-ready expert report preparation

TYPES OF CASES

- Defamation & libel
- Trade libel
- False advertising
- Lanham Act claims
- Tortious interference
- Brand damage
- PR agency disputes
- Breach of contract
- Unjust enrichment
- Sponsorship & influencer disputes

TEACHING & SPEAKING

- University of New Hampshire
- George Washington University
- Quinnipiac University | University of Maryland
- BI Norwegian Business School
- Quadriga University, Berlin
- PRSA | Brigham Young University

> *"The methodology must be grounded in published, peer-accepted industry standards — the Barcelona Principles, AMEC Integrated Evaluation Framework, and MRC standards. Katie's reports are built to withstand Daubert challenge."*

kdpaine@painepublishing.com | 603-682-0735 | painepublishing.com/expert-witness-services | Durham, NH