



### **Mark Chaves**

Director of Media Intelligence  
SAS Customer Intelligence

Mark Chaves is Director of Media Intelligence solutions for SAS Institute's *Customer Intelligence* business unit. With over 17 years of product management and marketing experience, Mark guides the solution strategy for SAS' marketing mix analysis and social marketing solutions. He is actively engaged with SAS' key customers within Retail, Manufacturing, Financial Services, Market Research, Hospitality, and Media industries. A graduate of Duke University's Fuqua School of Business, Mark is active within industry associations and is a member of the Marketing Accountability Committee of the Association of National Advertisers (ANA).



### **Katie Paine**

CEO, Founder  
KDPaine & Partners

Katie Delahaye Paine (twitter: KDPaine) is the CEO and founder 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 is the author of, *Measuring Public Relationships*, the data-driven communicators guide to measuring success. She publishes KDPaine's *Measurement Blog* and *The Measurement Standard*, the first blog and the first newsletter dedicated entirely to communications measurement and accountability.

Paine was recently named one of PR Weeks 2008 Power Players for her advocacy of PR measurement and was also awarded the 2007 NH Woman Business Owner of the

Year by the Small Business Administration. KDPaine & Partners earned the prestigious 2008 Jack Felton Golden Ruler of Measurement Certificate of Merit from the Institute for Public Relations, in addition, PRNews awarded 2007 Platinum Award for Research and Measurement to her firm for the measurement program they developed for the American Society of Plastic Surgeons. In 2006 she was named the Entrepreneurial Venture Creator Person of the Year by the University of New Hampshire and won the Business Excellence Award for Excellence in Media & Marketing from New Hampshire Business Review.

Katie was an initial founder and former chair of the Institute for Public Relations special commission on measurement and evaluation and has served as a member of the commission for the past decade. She served as the US liaison to the European Standards Task Force to set international standards for media evaluation. 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 where she helped launch the first portable computer and the first LaserJet.



**John Bastone** (launch event moderator)  
Global Product Marketing Manager  
SAS Customer Intelligence

John Bastone is Global Product Marketing Manager for SAS' Customer Intelligence Solutions. John has 13+ years of direct marketing experience spanning design and implementation of CRM solutions, managing database marketing programs and loyalty consulting. John received his MBA and Master of Information Systems degrees from the University of South Florida.