

Mike Daniels, principal, Measurement Practice

A founding lifetime fellow of AMEC, Mike Daniels has spent more than 30 years in research, PR and marketing communications. In 1996, Daniels co-founded Report International, a trailblazer in media analysis research, which became Saliency Insight when it was combined with KD Paine & Partners in 2013. Today, Saliency is part of CARMA, News Group International's global media intelligence business. Since 2015, Daniels has been a principal at Measurement Practice.

Daniels served as AMEC's chairman from 2010 to 2012, which proved to be quite a busy time for the association. He was a driving force in the production of the Barcelona Principles in 2010 and authored an AMEC guide to using the principles in creating outcomes-based measurement programs. Also under his watch, the organization's Integrated Metrics Matrices were created.

Daniels is also a longtime member of the IPR Commission on Measurement, which he joined in 2008, and co-authored the influential primer "International Media Analysis Made Simple" in 2012.