WOMEN LEAD NC

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Kate Catlin Payne
Principal
Kate Catlin Payne LLC



Kate Catlin Payne has two decades of experience in strategic communications spanning public relations, public affairs, crisis management, executive positioning, and team leadership. Her work has earned national awards, grown businesses, managed reputational risk, and secured legislative wins. Helping people and organizations tell their stories in ways that resonate with the audiences and markets that matter most to them is a passion.

Prior to launching her own strategic communications business in 2025, Kate worked as the vice president of communications for the NC Chamber, the leading business advocacy organization in North Carolina. For 13 years, she led external affairs in the legislative, regulatory, and political arenas to proactively drive positive change for North Carolina job creators. National rankings validated that work, recognizing North Carolina as a top state for business.
Before joining the NC Chamber's leadership team, Kate spent six years at one of North Carolina's largest independent public relations firms. Hired as a traffic coordinator, she worked her way through every capacity of the agency, ultimately being named a director of account management where she oversaw client relations, work delivery, professional development, and staff recruitment. The agency took only one client per industry, honing Kate's ability to be an agile communicator, quickly understanding new industries and how to help a business or thought leader stand out among their competition.

A graduate of Elon University in Elon, N.C., Kate served on her alma mater's Young Alumni Council and has been recognized for both service and professional leadership through Triangle Business Journal's 2008 40 Under 40 Leadership Award and as a Torchbearer in the 2002 Salt Lake Olympic Torch Relay. A two-time breast cancer survivor, she is committed to sharing her own story of patient advocacy and resilience to inspire others to better advocate for themselves and prioritize their health. Kate served as co-chair for the 2018 Triangle Race for the Cure for Susan G. Komen North Carolina Triangle to the Coast and the organization honored her work in the fight against breast cancer with its More Than Pink Award in 2017.

A native of Massachusetts, Kate has lived in North Carolina since 1997. She resides in Raleigh with her husband, Luke, daughter, Quinn, and son, Parker, who keep her on her toes.