



# Blue Ridge Partners' Jim Corey to Lead Panel at PEI Operating Partners Forum in New York

*Private equity firm operating partners convene over important value creation concepts for portfolio investments*

MCLEAN, VIRGINIA, USA, October 21, 2014 /EINPresswire.com/ -- [Jim Corey](#), Managing Partner at [Blue Ridge Partners](#), will moderate a panel at the Private Equity International Operating Partners Forum, at the Convene Conference Center in New York, to be held October 21 and 22. The annual event for private equity firm leaders involved in value creation in portfolio investments features informative panel discussions, workshops and speakers on challenging issues.

Corey will moderate a session entitled "A movable target: Building a benchmark for value creation" on Day Two of the event. The session examines the "different colors" of metrics. "We usually think of metrics as a measurement of a business' overall health," said Corey. "Metrics on margin, revenue growth, and EBITDA are a given, but there are other uses that are less obvious. In this session, we will discuss how to make metrics more useful as a key component of the value creation plan."

"According to Operating Partners who participated in a recent survey, portfolio company operating metrics need to be more closely tied to initiatives identified in the value creation plan," said Corey. "When asked about several potential improvements in metrics, this was the most commonly cited area for improvement in the survey"

However, the survey respondents also described other areas for improvement in metrics, including adding more forward-looking metrics for "early warning" purposes, identifying more robust and actionable metrics, adding activity metrics to supplement output metrics, and finding more relevant benchmarks.

Jim Corey has presented at many private equity events this year, including PEI's Operating Partners Forum in London. In Jim Corey's recent CFO conference presentations in New York and San Francisco, he also dealt with using sales and marketing metrics to measure performance against objectives. In his article featured on [CFO.com](#), titled "To Drive Growth, Ask Sales Better Questions," Corey showed how CFOs can better partner with Chief Commercial Officers to accelerate revenue growth.

## About Blue Ridge Partners

Blue Ridge Partners is a management consulting firm exclusively focused on helping companies accelerate profitable revenue growth. The firm works with Fortune 500 and upper middle market companies to enhance their strategic understanding of markets and customers and to improve their execution in sales and marketing organizations. For more information, visit [www.blueridgepartners.com](http://www.blueridgepartners.com).

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