

The A/P vs A/R Tug-of-War: Ending the Struggle to Manage Multiple A/P Platforms

By: Mitchell Rose, Senior Vice President & General Manager, Corporate Segment, Billtrust

Is there a tug-of-war going on between your A/R team and the ever-increasing number of A/P platforms your customers are using? Do you feel like you're getting perilously close to being pulled into the payments mud puddle? Before we examine all the challenges you're facing – and before you get dirty – let's look at the facts.

Accounts Payable portal usage is on the rise, and...

This article is only available to members of the Credit Research Foundation (CRF).

Interested in reading more? Join CRF to gain access to this and hundreds of other resources! [CLICK HERE](#) for membership information.

About the Author



Mitch Rose is Senior Vice President and General Manager, Corporate Segment, where he heads up Billtrust's go-to-market strategy. Prior to this role, Mitch led Partner Solutions at Billtrust, where he was responsible for leveraging third parties to bring innovative solutions to the Billtrust customer base. Mitch also led Billtrust's marketing team, growing revenue ten-fold.

Before Billtrust, he held senior-level marketing positions with Coca-Cola, Mattel and Warner Lambert and led marketing at start-up company PointRoll. Through the course of Mitch's professional career, he has created breakthrough marketing campaigns, successfully battled competitive threats and led teams in the development of industry-leading new products.