

# The True Value of the Credit Manager: A Guide for 2023 and Beyond

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*Originally published in the Credit Research Foundation's publication, Perspective by CRF (Q1 2023)*

As far as perceptions go, perhaps no function within business has transformed as much as accounts receivable (AR). While it has historically been considered a back-office, transactional part of finance, the rise of global process owners over the last ten years in AR, as well as other areas, has changed the status quo.

Today, as organizations grapple with the need to find cost efficiencies while maintaining growth, credit managers have the opportunity to showcase the essential, multifaceted nature of AR as a key decision-making partner. To do so, they must understand the real role of AR within the business, think beyond isolated processes and instead move toward a more holistic and strategic way of thinking: revenue lifecycle management.

## The Real Role of AR in Business

Customer experience is not always considered a key part of roles within the finance function. After all, we are not 'customer facing' in the same way as a function like sales. In truth, the real value of AR comes from the insights and advantages it can provide to the customer-facing parts of...

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## About the Author



Brian Morgan combines a wealth of knowledge and expertise in Shared Services, Accounts Receivable and Credit Management. Brian has over 25 years' experience across multiple sectors for National and Global organizations. Throughout his career he has achieved outstanding results and received many Industry Awards, most notably when under Brian's leadership, Veolia UK were recognised as a Centre of Excellence by the Chartered Institute of Credit Management. In Brian's role at BlackLine, he is sharing his knowledge with Customers and supporting the development of an exciting Roadmap of AR solutions.