



## **Chicago Association of Private Equity Executives Invests in Brand Revitalization and New Member Recruitment**

**Chicago, February 16, 2016** – Capex, the premier networking and professional development organization exclusively for private equity executives in the greater Chicago area, is pleased to announce its new rebranding and member re-engagement initiative.

Jeff Piper, a Capex board member and Managing Director of Svoboda Capital Partners who helped lead the reboot, emphasized the unique role played by Capex in an increasingly competitive private equity environment. “We believe there is great need for an organization that provides future senior members of PE firms with touchpoints to peers, advisors, service providers and executives in the greater financial community,” he explained. Jon Dries, a fellow Capex board member, Director of Parallel49 Equity, and past Capex president, agrees. “Our mission hasn’t changed dramatically over the years,” he added, “but given the evolution of the private equity industry, we needed to differentiate the organization from similar formats and become a more critical resource for our members.”

“Technology continues to change the way we conduct business and interact with one another,” observed Piper. “In order for Capex to survive and thrive, we embraced the latest technological changes. To do so effectively, we enlisted the help of the professionals at MVP Marketing + Design, a recognized digital marketing and communication agency that has served a number of Chicagoland and national private equity firms and their portfolio companies. MVP’s talented creative technology team overhauled our corporate identity and built us a responsive, content management system based website that is as easy to self-manage as it is eye-catching.”

Capex’s new logo and website ([www.capexchicago.org](http://www.capexchicago.org)) dramatically enhance the organization’s prominence. Furthermore, additional resources and functionality include a new LinkedIn community for members only, which helps insiders share best practices and news, as well as a smart new website featuring a centralized calendar of Chicagoland business networking and continuing education opportunities. Financial industry executives can now stay up-to-date on key PE ecosystem professional development and social activities.

In redefining its mission, Capex also sought to create a service component. “Given our strong network of capable and willing professionals,” Dries noted, “we are well-positioned to make a difference in the professional development of our members while also impacting the greater Chicago community by leveraging members’ talents to engage in civic and philanthropic initiatives.”

Capex is continuing its rejuvenation by expanding its volunteer leadership team announcing that the following individuals have joined the Capex Board: Ryan Anthony of LaSalle Capital, David Rubin of Svoboda Capital Partners, and Josh Friedman of Sterling Partners.

**About The Chicago Association of Private Equity Executives**

The Chicago Association of Private Equity Executives (Capex) is the premier networking and professional development organization exclusively for principal investing professionals in the greater Chicago area. Founded in 1997, Capex has a membership base drawing from over 100 organizations spanning private equity, venture capital, fund of funds, family offices, and mezzanine/co-investment firms.

For more information, please visit [www.capexchicago.org](http://www.capexchicago.org) or contact a Capex board member at [www.capexchicago.org/membership](http://www.capexchicago.org/membership).

**About MVP Marketing + Design, Inc.**

MVP Marketing + Design is a digital marketing and communications firm that has served Midwest regional, national and international clients for over 30 years. Its smart, eye-catching work integrates marketing, design and technology to propel clients' products and services and expand their business opportunities. MVP creates invaluable brands and valued relationships for clients in a wide range of industries, including business and consulting services, private equity, manufacturing, health care, education, office supplies, housewares, recreational vehicles, food products, and software.

Headquartered in Minneapolis, MVP serves many clients in the Chicago area. The agency's combination of integrated digital and traditional marketing services and a "What's next?" mindset have assisted such enterprise organizations as 3M, Ecolab, Kyocera and Lifetime Brands, as well as private equity firms and organizations including Keystone Capital, JZ Partners, Industrial Opportunity Fund, Cortec Group, Main Street Capital, Stone Arch Capital, Huron Capital, GMB Mezzanine and the Chicago Association of Private Equity Executives. MVP's award-winning services include branding, website design, inbound marketing, and search engine optimization.

Learn more about MVP Marketing + Design online at [www.mvpdesign.com](http://www.mvpdesign.com), emailing [info@mvpdesign.com](mailto:info@mvpdesign.com) or by calling 612-332-8939.