



Stirling Vineyard, Jr., MBA, CPA | Partner & President | COO

R. Stirling Vineyard is the President & Chief Strategy Officer at MONS Partners, responsible for developing a comprehensive, inclusive strategic plan and growth strategy by collaborating with the CEO, senior leadership, and the board of directors. Collaborates with the CFO to develop a capital plan aligning with the organization's strategy. Analyzes market dynamics vis-a-vis portfolio performance to assess desired portfolio allocation, identify important capital projects, joint ventures, potential M&A targets, and other strategic partnership opportunities. Identifies and conveys strategic risks and communicates strategy throughout the organization, oversees the execution of business initiatives, and ensures suitable metrics and key performance indicators are in place to measure performance and progress.

Over his 25+ year career, Stirling has served in capacities as an executive leader, investor, board member and trusted advisor to a very diverse set of enterprises, including 15+ industry segments in various business stages such as start-ups, high-growth, private-equity backed, family-owned business and mature corporations. As an entrepreneur, trusted advisor and operator, Mr. Vineyard is equipped to work side-by-side with business owners and leadership teams to quickly identify the root cause of what keeps them up at night. Mr. Vineyard has been involved in business doing restructurings and turnarounds from \$10MM in revenue to upwards of \$500MM.

Mr. Vineyard's is passionate and accomplished in leading business owners and management teams through transitions and ultimately to achieve their purpose and vision to leave a legacy that impacts something greater than themselves and for future generations. Over Mr. Vineyard's career, he has formed core disciplines around strategy, mergers & acquisitions, private equity, corporate and personal finance, operations, business process improvement, change management, entity structuring, tax strategies and public accounting. In the last few years, Mr. Vineyard has built two early-stage venture funds that holds a portfolio of companies currently incubating with disruptive technologies.

Mr. Vineyard enjoys the work through his local church, snow-skiing and hunting. Mr. Vineyard is blessed to live with his amazing wife, April, in Argyle, Texas. His son, R. Stirling Vineyard, III attends Texas A&M University, and his daughter, Lilly Faith, will enter Baylor University in the Fall 2023.

Education and Certifications

*Bachelor of Business Administration in Accounting, Texas Tech University, 1994
Master of Business Administration in Finance and Strategy & Entrepreneurship, Southern Methodist University, 2004
Certified Public Accountant licensed by the State of Texas, 1997*