

---

## Dr. Mark K. Pyles, CFA®

---

### *Item 2: Educational Background and Business Experience*

CRD (Central Registration Depository) Number: 7441908

Year of birth: 1980

#### **Formal education:**

- ▶ Eastern Kentucky University, BS – Business Administration, 2001
- ▶ University of Kentucky, MS – Economics, 2004
- ▶ University of Kentucky, Ph.D. – Finance, 2005

#### **Business Background:**

- ▶ Director of Multi-Asset Strategies, Greenwood Capital May 2023 to present
- ▶ Investment Consultant, Greenwood Capital, Oct 2021 to May 2023
- ▶ Principal, MKP Consultation LLC, Feb 2021 to present
- ▶ Professor of Finance, College of Charleston, Aug 2005 to April 2023; Adjunct Professor August 2023 to present



#### **Professional Designation(s):**

The **Chartered Financial Analyst** (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by CFA Institute—the largest global association of investment professionals. There are currently more than 200,000 CFA charterholders working in 160 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

**High Ethical Standards:** The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

**Global Recognition:** Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of three hundred hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in over thirty countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

**Comprehensive and Current Knowledge:** The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession. To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

### *Item 3: Disciplinary Information*

Dr. Pyles has not been the subject of any material legal or disciplinary event.

### *Item 4: Other Business Activities*

Dr. Pyles is the Director of the School of Business Investment Program and Adjunct Professor at the College of Charleston, Charleston SC. In this role, he oversees the administration of a student-conducted investment program of student managed funds, as well as various investment education related events. In his capacity as the Director of the Investment Program, Dr. Pyles does execute trades at the direction of the student investment committee. Through his consulting business, MKP Consultation, Dr. Pyles provides general consulting services on financial and investment-related topics.

### *Item 5: Additional Compensation*

As a direct owner of Greenwood Capital Associates, LLC, Dr. Pyles receives a share of profits based upon his percentage of ownership. Dr. Pyles is eligible to receive a percentage of the advisory fee paid to us by clients obtained because of his direct or indirect efforts as an incentive to bring new and maintain business under our management. In addition, Dr. Pyles is eligible to receive cash referral bonuses as part of the relationship with Greenwood Capital's parent company, TCB Corporation, for successful client referrals made to any of Greenwood

Capital's affiliated entities. Dr. Pyles may also receive a bonus that is based, all or in part, investment performance, the number or amount of sales, client referrals, or new accounts.

***Item 6: Supervision***

Dr. Pyles is supervised by Denise H. Lollis, Chief Operating Officer and Chief Compliance Officer. Mrs. Lollis can be reached at (864) 941-4049. Dr. Pyles is supervised by requiring that he adhere to our Policies and Procedures and Code of Ethics. Greenwood Capital monitors the advice that Dr. Pyles provides to clients by performing the following reviews:

- ▶ A daily review of account transactions
- ▶ A review of custodial information on a quarterly basis to assess account activity
- ▶ A review of client correspondence on an as needed basis
- ▶ An annual oversight to ensure awareness of your current financial situation, objectives, and individual investment needs, and/or of stated Financial Suitability and/or Investment Policy Statement
- ▶ A review of client correspondence on an as needed basis.