

Mountain Rose Herbs CEO Joins Purpose Pledge Board

Appointment recognizes company's purpose-driven social and environmental leadership

EUGENE, OR, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Cameron Stearns, CEO and CFO of [Mountain Rose Herbs](#) (MRH), has been appointed to the [Purpose Pledge](#) Board, joining a coalition of business leaders advancing a more accountable and purpose-driven approach to commerce.

“

As more businesses seek to create meaningful impact beyond profit alone, joining Purpose Pledge helps turn aspirations into action.”

Shawn Donnille, Owner of Mountain Rose Herbs

Created by Dr. Bronner's, One Step Closer, and LIFT Economy, Purpose Pledge provides a framework for companies seeking to align business operations with the well-being of people, communities, and the natural systems on which all prosperity depends. The initiative reflects a growing movement to measure success not only through financial performance, but also through positive

social and environmental impact.

Stearns' appointment recognizes Mountain Rose Herbs' longstanding commitment to stewardship. For nearly four decades, the company has championed organic agriculture, ethical sourcing, environmental responsibility, and community investment while demonstrating that purpose and profitability can work hand in hand. As an Oregon Benefit Company and a member of Purpose Pledge, Mountain Rose Herbs has formally embedded its commitment to serving people, communities, and the environment alongside financial success.

"The Purpose Pledge's core belief in aligning company governance and operations with the health of people, communities, and the planet speaks directly to my own guiding principles," said Stearns. "This collaborative work, focused on transparency and accountability, seems more important than ever. I'm honored for the opportunity and excited to help advance that vision."

Stearns, a licensed CPA with a strong financial and operational background, will serve alongside other leaders to help guide the continued evolution of Purpose Pledge and support companies seeking practical ways to integrate purpose into governance, operations, and long-term business strategy.

"As we enter this next phase, we are building more than a new standard for what it means to be a socially responsible business. We are building a community and a movement of companies committed to putting Right Relationship at the heart of how we do business. We are fortunate to have Cameron helping us shape and share that future," said Les Szabo, Purpose Pledge Executive Director and Board Chair.

"This appointment is not only a reflection of Cameron's leadership, but also of the values and commitments that have shaped Mountain Rose Herbs for nearly 40 years," said Shawn Donnille, owner of Mountain Rose Herbs. "As more businesses seek to create meaningful impact beyond profit alone, joining Purpose Pledge helps turn aspirations into action."

Stearns' appointment reinforces Mountain Rose Herbs' role within a growing movement of organizations working to redefine business success through transparency, accountability, and long-term stewardship.

###

Jessicka Nebesni
Mountain Rose Herbs
+1 973-219-1945

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)



Cameron Stearns at the Mountain Rose Herbs Mercantile in Eugene, OR.



Mountain Rose Herbs logo

TikTok
Other



Purpose Pledge logo art, by Mountain Rose Herbs

This press release can be viewed online at: <https://www.einpresswire.com/article/940655592>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.