

**STATEMENT OF DAVID K. PEDERSEN**  
**CANDIDATE FOR CITY TREASURER, term ending November 2028**  
**CITY OF HERMOSA BEACH GENERAL MUNICIPAL ELECTION**

Age: 63

Occupation: Financial Planner / Educator

I'm running for Hermosa Beach City Treasurer to bring new financial expertise and community connection to this role.

A South Bay resident since 1990, I've been involved in the community as homeowner, husband and parent, including:

- Planning Commission (2016–present)
- Economic Development Committee (2020-2022)
- “No on O” Campaign Volunteer (2014-2015)
- Green Task Force (2009–2011)
- Leadership Hermosa (2009)

Financial education and insight are critical to this role. I am a UCLA Anderson MBA and also have a Certificate in Personal Financial Planning from UCLA Extension. I have passed the Series 65 Uniform Investment Advisor Law Examination, designed for use by states to qualify candidates as investment adviser representatives.

Developing investment plans is a significant portion of my work at Hermosa Advisors, which I founded in 2020 to provide financial planning for clients in the South Bay and nationwide. These investment insights allow my clients of varied ages, incomes and asset levels to achieve their life and financial goals.

I enjoy being actively involved in our community (including as a former HBYB and HBLL coach) and our many City events. I believe that this office would benefit from new energy, insights and perspective.

I respectfully ask for your vote!