



Firm Brochure

(Part 2A of Form ADV)

Sand Hill Global Advisors, LLC

245 Lytton Avenue, Suite 300

Palo Alto, CA 94301

Phone 650-854-9150

Fax 650-854-2941

<http://www.sandhillglobaladvisors.com>

info@sandhillglobaladvisors.com

This brochure provides information about the qualifications and business practices of Sand Hill Global Advisors, LLC. If you have any questions about the contents of this brochure, please contact us at: 650-854-9150, or by email at: info@sandhillglobaladvisors.com

The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Sand Hill Global Advisors is available on the SEC's website at www.adviserinfo.sec.gov

March 28, 2017

ITEM 2: MATERIAL CHANGES

ANNUAL UPDATE

The Material Changes section of this brochure will be updated annually when material changes occur since the previous release of the Firm Brochure. No material changes

FULL BROCHURE AVAILABLE

If you would like to receive a complete copy of our Firm Brochure, please contact us by telephone at:

650-854-9150 or by email at: info@sandhillglobaladvisors.com.

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ITEM 4: ADVISORY BUSINESS

FIRM DESCRIPTION

Palo Alto-based Sand Hill Global Advisors (“SHGA”), founded in 1982 provides Investment Management and Wealth Advisory services to high net worth individuals, families, trusts, not-for-profit organizations, pension and profit sharing plans, limited liability companies, partnerships, corporations, and business entities. The firm’s mission is to create financially secure and fulfilling futures for its clients. The firm acts as a fiduciary for its clients and takes that role very seriously, putting clients’ interests ahead of its own and ahead of the interests of its staff. SHGA’s goal is to address each client’s unique and individual needs and restrictions. In its business operations, the firm is committed to providing its services on a conflict-free basis. No compensation is paid to or by SHGA for referrals made or received, for investments incorporated in portfolios. Our compact is to provide transparency with respect to all the work done for and with its clients. To the greatest extent possible, the firm’s interests are directly aligned with our clients’ interests.

SHGA is owned by nine internal shareholders as follows:

Jeffrey Abadie, Senior Wealth Manager

Anthony Craun, Chief Operating Officer

Sara Craven, Chief Wealth Manager

Brian Dombkowski, Chief Executive Officer

Cynthia Lee, Chief Compliance Officer

Stephen Peterson, Senior Wealth Manager

Brenda Vingiello, Chief Investment Officer

Jane Williams, Chairman

Kimberleigh Williams, Senior Wealth Manager

TYPES OF ADVISORY SERVICES

SHGA provides (1) investment management services (2) financial planning and wealth management services, and (3) financial advisory services provided on an hourly fee basis to individuals and couples, and their advisors, navigating significant life transitions.

1. Investment Management Services: SHGA provides discretionary investment management services to its clients. Fees are charged based upon an annual percentage of assets under management as described below under “Fees and Compensation.”

On occasion, the firm is asked to supervise specific assets for clients on a non-discretionary basis. In these cases, though SHGA may be asked to provide advice to Client relative to these assets, Client is responsible for making the final decision to buy, sell or hold these particular investments and for requesting that SHGA take action, or not, on their behalf. These clients may pay a fee on these Non-discretionary Assets at an agreed level.

2. Financial Planning and Wealth Management Services: From the inception of a client relationship and going forward from that point, SHGA acts as a resource to its clients in articulating and managing their financial plans. Whether for individual, family, ERISA, or not-for-profit clients, the firm provides a variety of analytical and administrative services to produce financial statements, illuminate financial risks and challenges, evaluate risk tolerance, establish investment strategy, and initiate actions with estate and/or tax professionals also serving our clients. The goals of these services are focused on assuring that clients have a clear and attainable path to follow in pursuing their financial objectives, and that they carefully manage that path.

On more than an occasional basis, SHGA furnishes advice to clients on broad variety of financial topics, including but not limited to, taxation, estate planning, and insurance. SHGA is not a law firm and does not render legal advice. SHGA is not an accounting firm or tax preparer and does not render tax counsel. SHGA is not an insurance specialist and offers no insurance products. At the authorization of its clients SHGA will work with their legal, and tax professionals as well as insurance agents to facilitate information flow and coordinate work on these matters on behalf of its clients.

These financial planning and wealth management services are provided in conjunction with the Investment Management Services described under paragraph number one above and are covered by those fees as described.

3. Financial Planning and Wealth Advisory Services to clients in life transition: In addition to its ongoing investment management and wealth management services, SHGA provides planning and advice to clients navigating major life transitions. Such services include, but are not limited to, advice to individuals and couples going through divorce and include advice on property settlement, spousal and family support, and related matters. Fees for these services are billed at an hourly rate. You are under no obligation to implement your financial plan through us or anyone recommended by us. Specific investment recommendations are not made as part of the financial plan and therefore a conflict of interest does not exist.

4. Advisory Business

SHGA will from time to time utilize sub-advisers to manage all or a portion of Client’s assets on a discretionary basis. Such sub-advisers may be affiliated or unaffiliated with the Firm. Once a sub-adviser is selected, the Firm continues to monitor the chosen manager to ensure that they adhere to the philosophy and investment style for which they were selected. The Firm retains discretionary authority to hire and fire a sub-adviser and reallocate Client’s assets where such action is deemed to be in the best interest of the Client. For sub-advisers that are affiliated with the Firm, there are no additional fees to Client for the Firm’s use of such sub-advisers. However, for unaffiliated sub-

advisers, Clients will be responsible for payment of such sub-advisory fees in addition to the fees assessed by the Firm. Please see Item 5 below for information regarding fees to sub-advisers. As of December 31, 2016, SHGA managed \$1,765,685,585.15 of client assets on a discretionary basis and \$35,754,397.91 of client assets on a non-discretionary basis.

TAILORED RELATIONSHIPS

Investment policy statements (IPS) are created to articulate the strategy to be employed for each client, reflecting personal or business circumstances, the purpose of the funds to be managed, risk tolerance derived from personal assessments and needs analysis, and the objectives of each client. Restrictions imposed by the client relative to investing in certain securities or types of securities are clearly articulated in that document. Once finalized, both strategy and restrictions are documented in SHGA's portfolio accounting and trading system to assure the firm accurately and consistently implements and manages each client's investment plan.

TYPES OF AGREEMENTS

The following agreements define the typical client relationships:

WEALTH MANAGEMENT AGREEMENT

SHGA and its Clients mutually enter into a contract which is entitled the Wealth Management Agreement. That agreement describes the terms on which SHGA provides services to its clients. It states that it is the Clients' responsibility to keep the firm informed of their initial and changing circumstances in order to assure the firm is able to effectively and appropriately manage their investments. Though the firm generally offers its investment management services on a discretionary basis, the Agreement provides that SHGA may manage all or certain securities or types of securities on a non-discretionary basis, as agreed between Client and SHGA. It is the firm's commitment to also provide ongoing, in-depth advice and planning services, as described above.

Contracts may be terminated in writing by either party to the Agreement with 30 days' notice.

HOURLY PLANNING ENGAGEMENTS

At times, SHGA provides specialized financial planning and advisory services to clients who are navigating significant life transitions, primarily divorce, and expert witness services. SHGA provides these clients with an engagement letter which describes the arrangement. These services often include planning and analysis delivered to the Clients' legal advisors. These services are generally provided on an hourly basis, often subject to a prepaid retainer to which hourly charges are applied on a monthly basis during the engagement.

Investment Management Services are not offered as part of these engagements. If such services are required, a Wealth Management Agreement is put into place between Client and SHGA.

ITEM 5: FEES AND COMPENSATION

SHGA's revenues from clients are derived solely from fees charged based on net assets under management. Fees are charged quarterly for the Company's wealth management services, which incorporate financial planning, investment management, and other financial advice and administrative services. Fees are calculated and charged at the beginning of each quarter based upon the fair market value of a client's net assets under SHGA's management at the end of the prior calendar quarter. The net value of assets under management is multiplied by the agreed annual percentage rate, and divided by 4. Payment of SHGA's management fees are deducted from each client's account on a quarterly basis by their custodian and paid directly to us, unless otherwise requested by a client. The consent to deduct fees directly from a client's account is contained in the Wealth Management Agreement the client enters into with SHGA. A statement of SHGA's fees charged is provided along with a portfolio analysis with each quarterly report.

The annual management fees are charged on a tiered scale from 1.00% to .25% of the total assets under management. The amount of the fee is negotiated with the client on a case by case basis, and is determined based upon a number of factors including the amount of work involved, the assets placed under management, and the attention needed to manage the account. When a client engages SHGA during a calendar quarter, fees for the company's services are prorated according to the number of days during the quarter for which services are rendered. Consistent with SHGA's commitment to transparency, current and prospective clients may request additional information regarding compensation paid to SHGA and all associated account fees.

At times the Company provides planning and advisory services, including legal testimony as required, generally at a transition point in a client's life or under circumstances that preclude provision of investment management services. Hourly fees range from \$180 per hour to \$450 per hour. SHGA assesses a retainer of \$5,000 against which hourly costs are applied. SHGA reserves the right to alter this methodology in coordination with its client.

SHGA's minimum account size is \$2.5 million, though SHGA reserves the right to in their discretion waive that minimum asset level. SHGA may decline to manage accounts if it feels it is in the client's or its own best interests.

The Wealth Management Agreement is an ongoing agreement with no specific contract term. Periodic adjustments may be required. A client may terminate a SHGA contract by giving thirty (30) days' written notice to establish a "termination date." Management fees will be calculated through the termination date and any unused portion of prepaid amounts will be returned to Client. The portfolio value at the end of the prior quarter is the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

FEE BILLING

Wealth management fees are billed quarterly, in advance at the beginning of each calendar quarter. Clients may elect to authorize SHGA to debit fees directly from a designated client account. On occasion, fees are not paid directly from Client's account but are invoiced. In such cases, invoices are due and payable in full upon receipt.

Fees for divorce-related hourly services are billed monthly via invoice and are due and payable upon receipt or deducted against the retainer balance.

OTHER FEES

Custodians may charge transaction fees on purchases or sales of securities, mutual funds and exchange-traded funds. Such fees are charged and paid at the time of the transaction and represent an additional expense to its Clients. Transaction charges are usually small and incidental to the purchase or sale of a security. Occasionally, for best execution purposes, SHGA may chose a broker different from the custodian, and that broker may charge commission to execute the trade. All such charges are borne by the client. SHGA is committed to achieving best execution and to minimizing trading and related costs. Please refer to Brokerage Practices for more information on SHGA’s selection and review of brokers.

From time to time, we will retain sub-advisers to provide investment research and analysis and/or discretionary management to Clients (directly, or through investment funds, managed accounts or other structures) with respect to portions of Client assets. In these cases, a separate management fee is charged by that sub-advisor.

In addition, certain custodians may charge custodial fees. Such fees are not the norm. At times bank custodians are selected because there is a particular need for trust administration or other services they offer.

EXPENSE RATIOS

Some investments such as mutual funds, limited partnerships, and other vehicles are subject to management and other fees charged by the managers of such investments. Their fees are generally referred to as expense ratios. These fees are deducted directly from the mutual funds by the fund managers and are in addition to the fees Clients pay to Sand Hill Global Advisors. SHGA endeavors to minimize any such additional cost to its Clients. Further, SHGA receives no commissions or fees from any fund or investment manager it selects for inclusion in Client portfolios.

PAST-DUE ACCOUNTS AND TERMINATION OF AGREEMENT

SHGA reserves the right to stop work on any account for which payment of fees is more than 60 days overdue. In addition, SHGA reserves the right to terminate any financial planning engagement where a client has knowingly withheld pertinent information which, in SHGA’s judgment, hinders the firm’s ability to provide reliable and appropriate financial advice. Any unused portion of fees collected in advance will be refunded within 60 days.

A client may terminate a SHGA Wealth Management Agreement by giving us thirty (30) days’ written notice to establish a “termination date.” In such cases, the fees through the termination date will be charged to the client, with any unused portion returned. The portfolio value at the completion of the prior full billing quarter is used as the basis for the fee computation, adjusted for the number of days during the billing quarter prior to termination.

ITEM 6: PERFORMANCE-BASED FEES

SHARING OF CAPITAL GAINS

SHGA **does not** charge “incentive based” management fees. These types of fee arrangements provide the investment management firms that charge them with incremental income when investment returns exceed certain thresholds.

SHGA **does not** use a performance-based fee structure because of the potential conflict of interest. Performance-based compensation may create an incentive for an adviser to invest Client funds more aggressively than appropriate in order to generate such fees.

ITEM 7: TYPES OF CLIENTS

SHGA generally provides financial planning advice and wealth management services to high net worth individuals, families, trusts, not-for-profit organizations, pension and profit sharing plans, limited liability companies, partnerships, corporations, and business entities. Client relationships vary in scope, size and length of service.

ACCOUNT MINIMUMS

SHGA’s minimum account size is \$2,500,000. That minimum can be waived at SHGA’s discretion.

ITEM 8: METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS

METHODS OF ANALYSIS

Sand Hill Global Advisors is a strategic and tactical asset allocator. Our core philosophic beliefs are predicated on the well-established concept that asset allocation is the primary driver of long-term returns.

SHGA has a broad mandate to invest around the globe and across asset classes. The firm embraces an open-architecture, best-in-class approach to investing, which includes, but is not limited to, the use of both passive and active vehicles such as index funds, mutual funds, exchange-traded funds, limited partnerships and individual securities. This highly diversified allocation is combined with an active management of risk and a commitment to a low cost investment model as constructed for a client’s portfolio. The investment management team’s approach is a combination of top-down and bottom-up analysis. We incorporate both quantitative and qualitative inputs to emphasize long-term strategic and shorter term tactical exposures throughout all parts of the portfolio.

The process begins with the monitoring of economic and corporate results around the world and assessing their possible influence on the outlook for global equity and bond markets. This continuous review and analysis of macroeconomic trends, company specific quarterly results and intra-quarter information, as well as technical and fundamental analyses are the basis of our research approach. Execution and reach are then optimized by employing both active and passive investments, matching

the proper vehicles to intended objectives. Portfolios are regularly rebalanced based on relative performance, valuation and opportunity set.

We are committed to the fiduciary standard, independence and objectivity in our research and in the implementation of client portfolios.

INVESTMENT STRATEGIES

Sand Hill Global Advisors manages a number of investment strategies across the risk-reward spectrum spanning from pure capital preservation to pure growth.

Following an extensive review of a Client's risk tolerance, investment objectives, time horizon and income requirements, an investment strategy deemed most optimal given the Client's specific parameters is selected and implemented. This strategic allocation is then actively managed for risk tactically through broad exposures (beta) as well as exposure to specific underlying holdings (alpha). These tactical ranges are determined by the Investment Committee, Sand Hill's internal governance committee of the Investment Team, and explicitly described in the Client's Investment Policy Statement (IPS).

Custom strategies are prevalent in our approach as well given unique account circumstances that exist throughout our client base.

In some cases, a client circumstance may warrant the use of options to provide income or downside protection. Options strategies may involve an additional degree of risk. Therefore, they will only be implemented/recommended when they are deemed to be consistent with the clients' stated objectives, tolerance for risk, liquidity and suitability. Suitability is based on the information obtained through reasonable diligence by the SHGA to ascertain the customer's investment profile. This includes a review of the customer's age, other investments, financial situation, needs, tax status, investment objectives, investment experience, investment time horizon, liquidity needs and risk tolerance.

RISK OF LOSS

All investment programs have certain risks that are borne by the investor. The investment approach constantly keeps the risk of loss in mind. Investors may face the following potential investment risks:

- **Interest-rate Risk:** Fluctuations in interest rates may cause investment prices to fluctuate. For example, when interest rates rise, yields on existing bonds become less attractive, causing their market values to decline.
- **Market Risk:** The price of a security, bond, or mutual fund may drop in reaction to tangible and intangible events and conditions. This type of risk is caused by external factors independent of a security's particular underlying circumstances. For example, political, economic and social conditions may trigger market events.
- **Inflation Risk:** When any type of inflation is present, a dollar tomorrow will not buy as much as a dollar today, because purchasing power is eroding at the rate of inflation.

- **Currency Risk:** Overseas investments are subject to fluctuations in the value of the dollar against the currency of the investment's originating country. This is also referred to as exchange rate risk.
- **Reinvestment Risk:** This is the risk that future proceeds from investments may have to be reinvested at a potentially lower rate of return (i.e. interest rate). This primarily relates to fixed income securities.
- **Business Risk:** These risks are associated with a particular industry or a particular company within an industry.
- **Liquidity Risk:** Liquidity is the ability to readily convert an investment into cash. Generally, assets are more liquid if many traders are interested in a standardized product. For example, Treasury Bills are highly liquid, while real estate properties are not.
- **Financial Risk:** Excessive borrowing to finance a business' operations increases the risk of profitability, because the company must meet the terms of its obligations in good times and bad. During periods of financial stress, the inability to meet loan obligations may result in bankruptcy and/or a declining market value.

This is not an exhaustive list of all risks clients may bear. There are risks that clients could face in addition to the ones identified, of which will be specific to each client and discussed with their Wealth Manager.

ITEM 9: DISCIPLINARY INFORMATION

LEGAL AND DISCIPLINARY

The firm and its employees have not been involved in legal or disciplinary events related to past or present investment clients.

ITEM 10: OTHER FINANCIAL INDUSTRY ACTIVITIES AND AFFILIATIONS

None

ITEM 11: CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING

CODE OF ETHICS

SHGA has adopted a Code of Ethics in compliance with Rule 204A-1 under the Investment Advisers Act of 1940, as amended, which establishes standards of conduct for all SHGA employees also known as supervised persons. The Code of Ethics includes general requirements that SHGA's supervised persons comply with their fiduciary obligations to clients and applicable securities laws, and specific requirements relating to, among other things, personal trading, insider trading, conflicts of interest and confidentiality of client information. It requires these firm members to comply with the firm's Personal Trading Policy as described below. It also requires the Chief Compliance Officer to review and verify

these firm members have followed the firm policy. These people are also required to report any violation of the Code of Ethics by themselves or others promptly to SHGA's Chief Compliance Officer. Each supervised person of SHGA receives a copy of the Code of Ethics and any amendments to it and must acknowledge through the firm's compliance software of having received the materials. Annually, each person must certify that he or she complied with the Code of Ethics during that year. Clients and prospective clients may obtain a copy of SHGA's Code of Ethics by contacting us at info@shadv.com.

PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS

Sand Hill Global Advisors and its employees may buy or sell securities that are also held by clients. This presents a potential conflict of interest. To govern such transactions, SHGA has adopted an employee personal securities policy and procedure that outlines the timing and conditions under which employees may buy or sell funds or securities when such funds or securities are also held or traded by clients. The employee trading policy and procedure is designed to ensure that clients are not disadvantaged in any way by the personal securities transactions of its employees.

Employees may not "trade on" any knowledge he or she may have regarding the potential market impact of transactions entered on behalf of clients.

PERSONAL TRADING

The Chief Compliance Officer of Sand Hill Global Advisors reviews all employee trades each quarter. The personal trading reviews ensure that the personal trading of employees does not affect the markets, and that clients of the firm are not disadvantaged. To mitigate this conflict with the Code, the following procedures are followed:

- A designated "Trading Blackout" period shall be instituted during periods when client account rebalancing occurs.
- This Blackout Period shall be instituted by the CEO, CCO or their designee via general announcement to all employees.
- During the Blackout Period, no employee personal trades from the firm's restricted list shall be approved.

Requests for exception to this policy shall be submitted to the CCO (or in her absence a member of the Executive Committee). Unless approval for an exception is received from the CCO or an Executive Committee member , no personal trades from the firm's restricted list shall be authorized

ITEM 12: BROKERAGE PRACTICES

SELECTING BROKERAGE FIRMS

We generally recommend that clients utilize the brokerage and clearing services of an independent broker-dealer for investment management accounts. We may only implement our investment management recommendations after clients have arranged for and furnished us with all information and authorization regarding accounts with appropriate financial institutions. Financial institutions

include, but are not limited to any broker-dealers we recommend, broker-dealers directed by the client, trust companies, banks etc. (collectively referred to herein as the “Financial Institutions”). When recommending a Financial Institution, we generally seek “best execution” in light of the circumstances involved in transactions. In determining the best execution, we take into consideration not only the available prices and rates of brokerage commissions, but also other relevant factors that may include (but may not be limited to): (a) combination of transaction execution services along with asset custody services (generally without a separate fee for custody); (b) capability to execute, clear and settle trades (buy and sell securities for your account); (c) capabilities to facilitate transfers and payments to and from accounts (wire transfers, check requests, etc.); (d) breadth of investment products made available (stocks, bonds, mutual funds, ETFs, etc.); (e) availability of investment research and tools that assist us in making investment decisions; (f) quality of services (g) competitiveness of the price of those services (commission rates, margin interest rates, other fees, etc.) and willingness to negotiate them; (h) reputation, financial strength and stability of the provider; (i) the custodian/broker’s prior service to us and our other clients; (j) availability of other products and services that benefit us, as discussed below and (k) market leadership, independence and reputation.

Financial Institutions may offer our clients access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment. Financial Institutions may offer to us products and services that assist us in managing and administering clients’ accounts, such as software and other technology that: (i) provide access to client account data (such as trade confirmations and account statements); (ii) facilitate trade execution and allocate aggregated trade orders for multiple client accounts; (iii) provide research, pricing, and other market data; (iv) facilitate payment of management fees from client accounts, and (v) assist with back-office functions, recordkeeping, and client reporting. In addition, we may receive services to help manage and further develop our business. This may include access to publications or complimentary attendance at industry events. Financial Institutions may make available, arrange and/or pay third-party vendors for services delivered to us. Financial Institutions may discount or waive fees they would otherwise charge for some of these services or pay all or a part of the fees of a third party providing these services to our firm. Financial Institutions may also provide other benefits such as educational events or occasional business entertainment of our employees and may refer clients to us. The products and services available from Financial Institutions create a conflict of interest for us in allocating client brokerage business among firms that provide such products and services, and in allocating such business between Financial Institutions that do provide such products and services, and those that do not. In evaluating whether to recommend that clients custody their assets at a particular Financial Institution, or whether to use a particular Financial Institution to execute a client transaction, we may take into account the availability of any or all of the above-mentioned products and services and other arrangements as part of the total mix of factors, rather than considering only the nature, cost, or quality of custody services or transaction-specific execution services provided by the Financial Institution. In some cases, the commissions charged by a particular Financial Institution for a particular transaction or set of transactions may be greater than the amounts another Financial Institution who did not provide brokerage or research services or products might charge. In some cases, a client’s transaction may be executed by a Financial Institution in recognition of services or products that are not used in managing that client’s account. We may not only consider that client’s particular transaction or transactions, and not only the value of brokerage and research services and products to a particular client, but also the value of those services in the performance of our overall investment responsibilities to all of our clients. We may use any products and services we obtain from Financial Institutions to benefit all our clients. Some clients may direct us to use a Financial Institution that does not provide goods and services to us, even though those clients’ accounts, or our operations as a whole, benefit

from other clients' relationships with Financial Institutions that do provide such goods and services. The conflict of interest for us in selecting Financial Institutions is particularly strong to the extent that Financial Institutions provide products and services that we would otherwise be required to pay for ourselves.

We monitor transaction results to evaluate the quality of execution provided by Financial Institutions we may use, determine that compensation rates are competitive, and otherwise evaluate the reasonableness of the compensation paid to Financial Institutions in light of all the factors described above.

The majority of SHGA's clients' assets are held in custody by Fidelity Investments (Fidelity) and Charles Schwab & Co. (Schwab) and the majority of the trading is executed at the custodian. SHGA is independently owned and has no affiliation with recommended and selected broker-dealers. Any conflicts of interests are addressed through disclosures above. Specific broker-dealer recommendations are made in the best interests of clients utilizing the factors and processes discussed. SHGA does not receive compensation from any of these arrangements.

DIRECTED BROKERAGE

A Client may direct SHGA to utilize a particular broker-dealer to execute some or all transactions for his/her account(s). In such circumstances, the client is responsible for negotiating the terms and arrangements for the account with that broker-dealer. SHGA may not effectively seek better execution services or be able to aggregate client transactions with orders for other accounts advised or managed by SHGA, except that it may seek to negotiate transaction fees. As a result, a Client may pay higher brokerage commissions and a different price than other clients based on account trading activity as defined by terms set by the directed broker-dealer.

SOFT DOLLARS

SHGA does not participate in soft dollar arrangements. As a result of our custodial relationships with Fidelity Investments and Charles Schwab, SHGA is provided services at reduced or no cost. These services help the firm improve its systems and directly benefit its clients, as well as SHGA.

ORDER AGGREGATION

Where possible, SHGA will aggregate buy and sell orders for client accounts trading in the same security on the same day. By aggregating trades, SHGA is trying to improve the marketability and execution quality of the transaction for all clients involved. Once the aggregated trade is fully filled and executed, client accounts participating in the trade will receive the average price of all executed trades in the aggregated order. This ensures no client is more or less advantaged than any other participants in the order. If an aggregated order is partially filled at the close of the trading day, the order is allocated on a pro rata basis according to the original aggregated allocation. As noted above, clients who have directed that a particular brokerage firm handle transaction will not benefit from these aggregated transactions.

TRADE ERRORS

SHGA's policies and procedures generally provide that if SHGA makes an error while placing a trade for a client account, SHGA corrects the error as quickly as possible and bears all costs (if any) of correcting the error.

ITEM 13: REVIEW OF ACCOUNTS

PERIODIC REVIEWS

Core portfolio holdings are monitored and reviewed continuously. Client accounts are reviewed no less than quarterly by the members of the Investment Management and Wealth Management teams. At least annually, each Wealth Manager meets with his/her clients to review the investment policy statement to insure that there has not been a change in the client's account circumstances, financial condition, risk profile, or investment objections that would warrant a change in the investment strategy.

On at least a semi-annual basis, the CCO reviews each client's portfolio for adherence to the client's selected investment strategy.

REVIEW TRIGGERS

Changes in the client's situation, such as a change in financial condition, risk profile, or investment objectives, as well as the incapacity or death of the client trigger immediate review. In addition, there are other triggers for review including significant market movements, new investment information, and changes in the regulatory and tax laws.

REGULAR REPORTS

SHGA provides Wealth Management clients with quarterly reports either in written or electronic form. These quarterly reports show the performance of the accounts, the starting and ending values for the quarter, as well as a detailed account appraisal as of the last trading day of the quarter.

ITEM 14: CLIENT REFERRALS AND OTHER COMPENSATION

INCOMING REFERRALS

SHGA has been fortunate to receive many client referrals over the years. The referrals generally come from current clients, estate planning attorneys, family law attorneys, accountants, employees, personal friends of employees and other similar sources. SHGA does not compensate referring parties for these referrals.

REFERRALS OUT

SHGA may on occasion refer a client to an outside professional, such as an attorney, accountant, mortgage broker, commercial bank, or other investment managers. SHGA does not accept referral fees or any form of remuneration from other professionals when a prospect or client is referred to them.

ITEM 15: CUSTODY

ACCOUNT STATEMENTS

Clients receive at least quarterly statements from the custodian that holds their investment assets. SHGA urges clients to promptly and carefully review these statements. SHGA statements may differ from custodial statements based on accounting procedures, reporting dates, or valuation methodologies of certain securities.

While SHGA does not provide custody services as a standard client offering, it may, under certain circumstances, assume custody of client assets. In the instances where SHGA is deemed to have custody, the firm is subject to an annual surprise custody examination on such client relationships by an independent third party public accountant that is registered with the PCAOB. SHGA has established additional controls to safeguard the assets of these client accounts.

ITEM 16: INVESTMENT DISCRETION

DISCRETIONARY AUTHORITY FOR TRADING

SHGA accepts discretionary authority to manage securities accounts on behalf of clients. SHGA has the authority to determine, without obtaining specific client consent, the amount and specific investments to be bought or sold on behalf of its clients. For best execution purposes, SHGA also has the discretion to execute trades away from the custodian which can result in additional commissions charged to the client's account.

The client approves the custodian to be used by signing their new account or new advisor form. SHGA does not receive any portion of the transaction fees or commissions paid by the client to the custodian and/or brokers.

Discretionary trading authority allows SHGA to promptly and efficiently implement the investment policy that Client has approved in writing. Clients may impose restrictions or limitations as discussed under advisory services.

LIMITED POWER OF ATTORNEY

A limited power of attorney is a trading authorization which allows SHGA to execute trades on the client's behalf. Investment Management clients sign a limited power of attorney for that purpose.

ITEM 17: VOTING CLIENT SECURITIES

PROXY VOTES

SHGA, through Broadridge's ("BR") Proxy Edge, votes proxies on behalf of each client account over which SHGA has proxy voting authority, based on SHGA's determination of the best economic interests of that account. SHGA has retained BR to provide research and recommendations on proxy voting

issues and to vote proxies for each account. Proxy Voting Guidelines are available upon request. A record of how proxy votes were cast on your behalf is available upon request.

Under normal circumstance, SHGA will vote proxies in accordance with its proxy voting policy. If SHGA is specifically made aware of a conflict whereby a Client disagrees with its proxy voting policy in general or as to a particular security, SHGA will endeavor to resolve that conflict by offering the rationale for the policy approach as well as requesting an additional recommendation from BR and will ask Client to consent to SHGA's intended response. If the client consents to that intended response or fails to respond to the notice within a reasonable time, SHGA will vote the proxy as described in the notice. If the client objects to SHGA's intended response, SHGA will vote the proxy as directed by the client.

In instances where clients choose to vote their own proxies, the custodian will forward all proxy materials to client directly.

CLASS ACTIONS

SHGA has engaged a third party, Chicago Clearing, to process all class action lawsuits on behalf of our clients. Chicago Clearing will be paid 20% of the settlement proceeds for their services and issue checks directly to our client. A record of how the class action lawsuit was settled is available upon request.

ITEM 18: FINANCIAL INFORMATION

FINANCIAL CONDITION

SHGA does not have any financial impairment that would preclude the firm from meeting contractual commitments to clients.

A balance sheet is not required to be provided herein because SHGA does not serve as a custodian for client funds or securities, and does not require prepayment of fees of more than \$1,200 per client, and six months or more in advance.

ITEM 19: ADDITIONAL INFORMATION

BUSINESS CONTINUITY PLAN

SHGA has a Business Continuity Plan in place that provides detailed steps to mitigate and recover from the loss of office space, communications, key services and key people. Limited testing is completed every two years with a complete test every 5 years to ensure SHGA is prepared in the event of a disaster

INFORMATION SECURITY PROGRAM

At Sand Hill Global Advisors, protecting the privacy and confidentiality of clients' personal information is important to the entire firm. SHGA values client business and the trust put in Sand Hill Global Advisors. To provide the financial products and services clients seek, SHGA collects, maintains and uses client information on a routine basis. To help clients better understand how their personal information is protected, SHGA provides the following statement describing the firm's practices and policies with

respect to the privacy of customer information. In the event the client relationship is terminated or becomes inactive, SHGA will continue to adhere to the policies and practices described in this notice.

SAND HILL GLOBAL ADVISORS' PRIVACY NOTICE

INFORMATION COLLECTED

As a trusted investment advisor, SHGA collects, retains and uses nonpublic personal information about individual clients to provide products and services to them. The firm may collect nonpublic personal information from such sources as:

- Applications or other forms;
- Information about client transactions with Sand Hill Global Advisors or others.

WHO RECEIVES INFORMATION AND WHY

Most of the information Sand Hill Global Advisors collects is used for only one purpose: to easily and efficiently deliver the services clients requested. It may also permit SHGA to design and offer specific products that will be useful to clients. SHGA does not disclose any non-public personal information about clients or former clients to anyone, except as permitted by law.

SERVICE PROVIDERS

At times, SHGA will enter into arrangements with companies or firms whose expertise is essential for the firm's own services to function properly or to complete transactions. For example, SHGA works with custodians that generate account statements for client accounts. As permitted by law, Sand Hill Global Advisors discloses to these service providers customer information that is necessary to perform these functions.

SHGA service providers are required to safeguard client information and use it only for authorized purposes.

HOW SAND HILL GLOBAL ADVISORS PROTECTS CLIENT INFORMATION

SHGA understands that the protection of client nonpublic personal information is of the utmost importance. Guarding client privacy is the firm's obligation. Sand Hill Global Advisors maintains strict procedures and policies to safeguard client privacy. SHGA restricts employee access to client information to only those who have a business reason to know such information, and the firm educates employees about the importance of confidentiality and client privacy.

LEARN MORE

For questions about Sand Hill's privacy program or for more detail on how client information is maintained and used, please call 650-854-9150, or write:

Compliance Department
Sand Hill Global Advisors
245 Lytton Avenue, Suite 300
Palo Alto, California 94301



Brochure Supplement

(Part 2B of Form ADV)

**Sand Hill Global Advisors, LLC
245 Lytton Avenue, Suite 300
Palo Alto, CA 94301
Phone: 650-854-9150
Fax: 650-854-2941
<http://www.sandhillglobaladvisors.com>
info@sandhillglobaladvisors.com**

This brochure supplement provides information about the individuals identified in the table of contents that supplements Sand Hill Global Advisor's brochure. You should have received a copy of that brochure. Please contact us at: 650-854-9150, or by email at info@sandhillglobaladvisors.com if you did not receive our brochure or if you have any questions about the contents of this supplement.

May 8, 2017

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EDUCATION AND BUSINESS STANDARDS

Sand Hill Global Advisors requires the following of those employees involved in determining or giving investment advice to clients:

- 1) Bachelor's degree or equivalent;
- 2) Financial experience and knowledge from prior employment equivalent or greater in scope to that required for the position held at SHGA.

Professional Certifications

Employees have earned certifications and credentials that are required to be explained in further detail.

Certified Financial Planner (CFP): The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one’s ability to correctly diagnose financial planning issues and apply one’s knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

- Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:
- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.

Enrolled Agent (EA): Enrolled Agents are enrolled by the Internal Revenue Service and authorized to use the EA designation. EA enrollment requirements:

- Successful completion of the three-part IRS Special Enrollment Examination (SEE), or completion of five years of employment by the IRS in a position which regularly interpreted and applied the tax code and its regulations.
- Successfully pass the background check conducted by the IRS.

JEFFREY L. ABADIE, CFP®

Date of birth: 1974

Educational Background:

BS, Business Administration - Financial Services, San Diego State University (2003)

Business Experience:

- Senior Wealth Manager, Sand Hill Global Advisors (2005-present)
- Performance Reporting Project Manager, First Allied Securities (1999-2004)

Disciplinary Information: None

Other Business Activities:

- Member, Executive Cabinet, San Francisco Child Abuse Prevention Center

Additional Compensation from Other Business Activities: None

Supervision:

Jeff Abadie is supervised by Sara Craven, Chief Wealth Manager

Contact information of Supervisor: 650-854-9150

ELIZABETH R. CODY, CFP®

Date of birth: 1964

Educational Background:

BA, Economics and French, Bucknell University (1986)

Business Experience:

- Senior Wealth Manager, Sand Hill Global Advisors (2016-present)
- Wealth Advisors, Bessemer Trust (1987-2016)

Disciplinary Information: None

Other Business Activities:

- Member, Board of Trustees, Mills-Peninsula Hospital Foundation

Additional Compensation from Other Business Activities: None

Supervision:

Elizabeth Cody is supervised by Sara Craven, Chief Wealth Manager

Contact information of Supervisor: 650-854-9150

ANTHONY D. CRAUN, CFA

Date of birth: 1978

Educational Background:

BA, Economics, Wake Forest University (2002)

Business Experience:

- Chief Operating Officer, Sand Hill Global Advisors (2017-present)
- Director of Operations, Sand Hill Global Advisors (2013-2017)
- Director of Client Service, Sand Hill Global Advisors (2010-2013)
- Manager of Client Services, Sand Hill Advisors (2007-2010)
- Client Service Associate, Sand Hill Advisors (2005-2007)
- Project Manager, Wrap Manager, Inc. (2004-2005)
- Client Account Coordinator, Fisher Investments (2002-2004)

Disciplinary Information: None

Other Business Activities:

- Member, CFA Society of San Francisco

Additional Compensation from Other Business Activities: None

Supervision:

Anthony Craun is supervised by Brian Dombkowski, CEO

Contact information of Supervisor: 650-854-9150

SARA K. CRAVEN, CFP®

Date of birth: 1974

Educational Background:

MA, Economics, University of California, Santa Barbara (2002)

BS, Economics, University of Delaware (1996)

Business Experience:

- Chief Wealth Manager, Sand Hill Global Advisors (2017-present)
- Senior Wealth Manager, Sand Hill Global Advisors (2013- 2016)
- Senior Portfolio Manager, Sand Hill Global Advisors (2003-2013)
- Portfolio Manager, AVP, Santa Barbara Bank & Trust (2002-2003)
- Head Securities Trader, Santa Barbara Bank & Trust (1999-2003)
- Financial Services Representative, MetLife Financial Services (1999)
- International Fund Accountant, T. Rowe Price (1996-1998)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation from Other Business Activities: None

Supervision:

Sara Craven is supervised by Brian Dombkowski, CEO

Contact information of Supervisor: 650-854-9150

MEGHAN H. DEGROOT

Date of birth: 1983

Educational Background:

BA, International Business, University of Georgia (2006)

Business Experience:

- Portfolio Manager, Sand Hill Global Advisors (2014-present)
- Analyst, Sand Hill Global Advisors (2013-2014)
- Associate, Sand Hill Global Advisors (2012-2013)
- Transaction Specialist, SharesPost (2011-2012)
- Associate, Bernstein Global Wealth Management (2008-2011)

- Registered Representative, Fisher Investments (2006-2008)

Disciplinary Information: None

Other Business Activities:

- Member, STREETSMART4kids Non-Profit

Additional Compensation from Other Business Activities: None

Supervision:

Meghan DeGroot is supervised by Brenda Vingiello, CIO

Contact information of Supervisor: 650-854-9150

BRIAN E. DOMBKOWSKI, CFA

Date of birth: 1971

Educational Background:

MS, Finance and Investments, Applied Security Analysis Program, University of Wisconsin (1995)

BS, Business Administration, University of Wisconsin (1994)

Business Experience:

- Chief Executive Officer, Sand Hill Global Advisors (2017-present)
- Chief Executive Officer & Co-Chief Investment Officer, Sand Hill Global Advisors (2014-2017)
- President & Chief Investment Officer, Sand Hill Global Advisors (2010-2014)
- Co-Chief Investment Officer & General Partner, Stafford Capital Management (2006-2009)
- Sr. Portfolio Manager, Co-Chief Investment Officer, RCM Capital Management (1995-2005)

Disciplinary Information: None

Other Business Activities:

- Member, Woodside School Foundation
- Member, Mid-Peninsula Advisory Board, Presidio Bank
- Member, CFA Society of San Francisco

Additional Compensation from Other Business Activities: None

Supervision:

Brian is supervised by Jane Williams, Chairman

Contact information of Supervisor: 650-854-9150

ROBERT S. HUTCHINSON

Date of birth: 1971

Educational Background:

AB, Economics, Princeton University (1994)

Business Experience:

- Senior Portfolio Manager, Sand Hill Global Advisors (2016-present)
- Managing Director, Outrider Management (2006-2015)
- Trader, RBS (2000-2006)
- Director, BankBoston (1996-2000)
- Options Trader, Cooper Neff/BNP (1994-1996)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation from Other Business Activities: None

Supervision:

Robert Hutchinson is supervised by Brenda Vingiello, CIO

Contact information of Supervisor: 650-854-9150

STEPHEN F. PETERSON, CFP®

Date of birth: 1965

Educational Background:

MBA, Finance, New York University, Stern School of Business (1994)

BA, Political Economy of Industrial Societies, University of California, Berkeley (1987)

Business Experience:

- Senior Wealth Manager, Sand Hill Global Advisors (2005-present)

- VP and Wealth Manager, Sand Hill Advisors (2002-2005)
- Portfolio Manager, Seton Smoke Capital Management (1998-2002)
- Associate, Tax/Personal Financial Services, Coopers & Lybrand (1996-1998)

Disciplinary Information: None

Other Business Activities:

- Past President & Member of the Board of Directors, Menlo Circus Club (2008-2015)
- Member, Investment Committee, Menlo Park Atherton Education Foundation Endowment (2007-2015)

Additional Compensation from Other Business Activities: None

Supervision:

Stephen Peterson is supervised by Sara Craven, Chief Wealth Manager

Contact information of Supervisor: 650-854-9150

MARK F. STRAHS

Date of birth: 1967

Educational Background:

MBA, Finance, University of Denver – Daniels College of Business (1991)

BSBA, Business Management, University of Denver (1989)

Business Experience:

- Senior Portfolio Manager, Sand Hill Global Advisors (2016-present)
- Regional Head – Institutional Equity, Susquehanna International Group (2011-2016)
- Executive Director – Institutional Equity, UBS Investment Bank (2003-2011)
- Vice President – Institutional Equity, J.P. Morgan (1999-2002)
- Senior Vice President – Institutional Equity, EVEREN Securities (1996-1999)
- Vice President – Institutional Equity, Mesirow Financial (1992-1996)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation from Other Business Activities: None

Supervision:

Mark Strahs is supervised by Brenda Vingiello, CIO

Contact information of Supervisor: 650-854-9150

KRISTIN M. SUN, CFP®

Date of birth: 1982

Educational Background:

BA, Interdisciplinary Studies, University of California, Berkeley (2004)

Business Experience:

- Senior Wealth Manager, Sand Hill Global Advisors (2017-present)
- Wealth Manager, Sand Hill Global Advisors (2011-2016)
- Relationship Manager, Morgan Stanley Private Wealth Management (2010-2011)
- Assistant Vice President, Branch Administrator, Morgan Stanley Smith Barney (2006-2010)
- Registered Client Service Associate, Smith Barney (2004-2006)

Disciplinary Information: None

Other Business Activities:

- Vice Chair, Board of Directors, StarVista

Additional Compensation from Other Business Activities: None

Supervision:

Kristin Sun is supervised by Sara Craven, Chief Wealth Manager

Contact information of Supervisor: 650-854-9150

BRENDA A. VINGIELLO, CFA

Date of birth: 1974

Educational Background:

BA, Psychology, University California, Santa Cruz (1997)

Business Experience:

- Chief Investment Officer, Sand Hill Global Advisors (2017-present)
- Co-Chief Investment Officer, Sand Hill Global Advisors (2014-2017)
- Senior Portfolio Manager, Sand Hill Global Advisors (2011-2014)
- Senior Financial Analyst, Lucas Film Animation (2010-2011)
- Financial Analyst, RS Investments (2005-2009)
- Assistant Portfolio Manager & Financial Analyst, RCM Capital (1998-2005)
- Inside Sales, MICA (1997-1998)

Disciplinary Information: None

Other Business Activities:

- Member, Board of Directors, Boys & Girls Clubs of San Francisco
- Member, Investment Committee, Boys & Girls Clubs of San Francisco
- Member, CFA Society of San Francisco

Additional Compensation from Other Business Activities: None

Supervision:

Brenda A. Vingiello is supervised by Brian Dombkowski, CEO

Contact information of Supervisor: 650-854-9150

JANE H. WILLIAMS

Date of birth: 1948

Educational Background:

BA, Economics – Boston University (1971)

AA, Liberal Arts – Colby Junior College (1969)

Business Experience:

- Chairman, Sand Hill Global Advisors (2014-present)

- Chief Executive Officer, Sand Hill Global Advisors (2002-2014)
- Director, President, Treasurer & Portfolio Manager, Sand Hill Advisors (2000-2002)
- Director, Executive Vice President & Portfolio Manager, Sand Hill Advisors (formerly Conway Luongo Williams) (1982-2000)

Disciplinary Information: None

Other Business Activities:

- Vice Chair, Board of Governors, Investment Advisor Association
- Chair, Government Affairs Committee, Investment Advisor Association
- Member, Advisory Board, Ravenswood Family Health Center
- Member, QUALIC B Board, Ravenswood Family Health Center
- Treasurer, Small Point Club Preservation Fund

Additional Compensation from Other Business Activities: None

Supervision:

Jane Williams is supervised by the company's Executive Committee, which is similar to a Board of Directors, and comprises the officer level employees of the company and two non-officer representative.

Contact information of Brian Dombkowski: 650-854-9150

KIMBERLEIGH A. WILLIAMS, CFP®

Date of birth: 1970

Educational Background:

MBA, Santa Clara University (2004)

BA, Psychology, University of California, Irvine (1992)

Business Experience:

- Senior Wealth Manager, Sand Hill Global Advisors (2011-present)

- Wealth Manager, Sand Hill Global Advisors (2004-2011)
- Client Service Manager, Sand Hill Advisors (1998-2004)

Disciplinary Information: None

Other Business Activities:

- Member, Palo Alto University Rotary Club

Additional Compensation from Other Business Activities: None

Supervision:

Kimberleigh Williams is supervised by Sara Craven, Chief Wealth Manager

Contact information of Supervisor: 650-854-9150