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SBCERA CHIEF INVESTMENT OFFICER MAKES “POWER 100”

SAN BERNARDINO, CA— Don Pierce, Chief Investment Officer (CIO) at the San Bernardino County Employees' Retirement Association (SBCERA) has been named as #66 out of the top “100 most influential and powerful asset owners on earth” by Asset International’s Chief Investment Officer (aiCIO) Magazine.

“If life gave Pierce lemons, he’d likely use options to hedge against severe sourness while retaining lemonade potential. And while juicing them, he’d be delighted to have the liquid flows rather than, say, a bit of gold whose value rose and fell. Pierce has received a few lemons—untamable liabilities, for example—but his thoughtful strategies and sunny disposition make him well respected in the lemon grove of California’s public pensions,” wrote aiCIO’s Managing Editor Leanna Orr.

Pierce began as an Investment Officer for SBCERA in 2001, serving as interim CIO for one year before becoming the CIO in 2011. He is responsible for the day-to-day operation of the investment division while working directly with the Board and the CEO in developing policy and investment goals, implementing investment objectives, and selecting investment managers.

“The Power 100 is a prestigious group of global CIOs and I’m honored to have been included.” said Pierce.

An online and print provider of news, information and proprietary survey data, aiCIO focuses on the 5,000 largest pools of capital in the world, across pension plans, sovereign wealth funds, endowments, foundations, insurance funds and other leading institutional investors.

The San Bernardino County Employees' Retirement Association (SBCERA) is an award-winning multiple employer public retirement system in California with over \$7 billion in assets under management. SBCERA administers benefits and services for nearly 33,000 members and beneficiaries, commensurate with their years of service and compensation. The Board of Retirement's responsibilities and functions are governed by the applicable provisions of the California Government Code, along with the By-Laws and regulations of SBCERA.

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