

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 86317 / July 5, 2019

INVESTMENT ADVISERS ACT OF 1940
Release No. 5289 / July 5, 2019

ADMINISTRATIVE PROCEEDING
File No. 3-19240

In the Matter of

PEDRO L. GONZALEZ-SEIJO,

Respondent.

ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934 AND
SECTION 203(f) OF THE INVESTMENT
ADVISERS ACT OF 1940, MAKING FINDINGS,
AND IMPOSING REMEDIAL SANCTIONS

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) and Section 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Pedro L. Gonzalez-Seijo (“Respondent”).

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, Respondent admits the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Section III.2 below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934 and Section 203(f) of the Investment Advisers Act of 1940, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of this Order and Respondent’s Offer, the Commission finds that

1. Gonzalez-Seijo, age 66, is a resident of San Juan, Puerto Rico. From September 1991 through May 2016, Gonzalez-Seijo was associated with Transamerica Financial Advisors, Inc., a broker-dealer and investment adviser registered with the Commission. Gonzalez-Seijo held a Series 6 license.

2. On January 31, 2019, Gonzalez-Seijo pled guilty to one count of bank fraud in violation of Title 18, United States Code, Section 1344(1), before the United States District Court for the District of Puerto Rico, in *United States v. Pedro L. Gonzalez-Seijo*, Case No. 18-cr-549-CCC. On March 25, 2019, the district court accepted the plea.

3. The count of the indictment to which Gonzalez-Seijo pled guilty alleged that he was an independent insurance agent who offered variable annuities, among other products. Between May 2013 and June 2016, Gonzalez-Seijo converted client funds by depositing into his bank account for his own use (a) funds he received from clients intended for deposit into their insurance accounts, (b) funds he obtained by making unauthorized withdrawals from client accounts, and (c) funds the clients had authorized be withdrawn from their accounts for purpose of transferring the funds or investing the funds in a different product. Gonzalez-Seijo converted a net total of \$480,813.15 from five victims.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in the Respondent Gonzalez-Seijo's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act, and Section 203(f) of the Advisers Act, that Respondent Gonzalez-Seijo be, and hereby is barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and

Pursuant to Section 15(b)(6) of the Exchange Act, Respondent Gonzalez-Seijo be, and hereby is barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order;

and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Vanessa A. Countryman
Secretary