

George M. Peaden, Jr., AM

Operations Manager

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George serves as the compliance and operations manager for Saltmarsh Financial Advisors, LLC. George's areas of expertise within investment advisory and financial planning include portfolio analysis and construction, portfolio fee analysis, asset allocation and rebalancing for the firm's investment advisory clients.

George previously was a senior analyst in the Business Advisory Group of Saltmarsh, Cleaveland & Gund, performing valuation and litigation services for a variety of financial institutions and bank-holding companies, closely-held businesses and professional practices. He began working in the investment management and public accounting fields in 1999. George has assisted in matters concerning business interruption claims, insurance claims, breach of contract and fiduciary theft and has also prepared economic damage calculations resulting from personal injury and wrongful death claims.

Education

B.S.B.A. Finance - University of West Florida

Post graduate studies in Accounting - University of West Florida

Uniform Standards of Professional Appraisal Practice (USPAP)

Certifications

NASD Series 65 Investment Advisor Examination

American Society of Appraisers - Accredited Member (AM)