

1 CLOTHILDE V. HEWLETT  
Commissioner  
2 MARY ANN SMITH  
Deputy Commissioner  
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11 BEFORE THE DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION  
12 OF THE STATE OF CALIFORNIA  
13

14 In the Matter of: ) CRD NO. 174450  
15 )  
16 THE COMMISSIONER OF FINANCIAL )  
PROTECTION AND INNOVATION, )  
17 Complainant, ) ORDER SUMMARILY SUSPENDING  
18 v. ) INVESTMENT ADVISER  
NOE PADILLA DBA OPTIMIZO ) CERTIFICATE  
19 INVESTMENT STRATEGIES, ) (Corp. Code, § 25242, subdivision (c))  
20 Respondent. )  
21 \_\_\_\_\_ )

22 The Commissioner of Financial Protection and Innovation (Commissioner) finds:

- 23 1. NOE PADILLA DBA OPTIMIZO INVESTMENT STRATEGIES (NP), is a  
24 California Sole Proprietorship with its principal place of business at 4640 Summerhays Pl Santa  
25 Rosa, CA 95405.  
26 2. On September 21, 2015, the Commissioner issued an investment adviser certificate to  
27 NP pursuant to Corporations Code section 25230, Central Registration Depository (CRD) Number  
28 174450.

1           3.       Noe Padilla, CRD Number 6474562, is the owner of NP.

2           4.       According to the Investment Adviser Registration Depository (IARD), investment  
3 adviser has not filed an annual updating amendment to its Form ADV for 2021. Pursuant to  
4 California Code of Regulations, title 10, section 260.241.4, subdivision (e), a licensed investment  
5 adviser shall file an annual updating amendment, in accordance with the instruction in Form ADV,  
6 with IARD in accordance with its procedures for transmission to the Commissioner within ninety  
7 (90) days of the end of the investment adviser’s fiscal year.

8           5.       By March 31, 2022, the investment adviser had not updated its Form ADV on IARD.

9           6.       On September 8, 2022, the Commissioner issued an Order to Discontinue Violation  
10 against NP and served it by certified mail return receipt and electronic mail.

11          7.       To date, the Commissioner still has not received a response from NP and NP is in  
12 violation of the Order to Discontinue Violation.

13          8.       The Commissioner finds that NP violated Cal. Code of Regs., tit. 10, section  
14 260.241.4, subdivision (e), investment advisers are required to file any report required under  
15 Corporations Code section 25241 within 10 days after notice by the Commissioner that the report is  
16 due.

17          9.       Under Corporations Code section 25242, subdivision (c)(2), the Commissioner may  
18 summarily suspend the certificate of the investment adviser if the investment adviser fails to file any  
19 report required under Cal. Code of Regs., tit. 10, section 260.241.4 and Corporations Code section  
20 25241 within 10 days after notice by the Commissioner that the report is due.

21          10.       Under Corporations Code section 25242, subdivision (c)(6), the Commissioner may  
22 summarily suspend the certificate the investment adviser if the investment adviser fails to maintain  
23 records as required by Cal. Code of Regs., tit. 10, section 260.241.4 and Corporations Code section  
24 25241.

25               NOW, BASED UPON THE FOREGOING AND GOOD CAUSE APPEARING, IT IS  
26 HEREBY ORDERED under Corporations Code section 25242, subdivision (c), that the investment  
27 adviser certificate of NOE PADILLA DBA OPTIMIZO INVESTMENT STRATEGIES is summarily  
28 suspended for thirty (30) days. This Order is effective immediately. NOE PADILLA DBA

1 OPTIMIZO INVESTMENT STRATEGIES is precluded from soliciting or facilitating new business,  
2 including existing clients. This summary suspension does not preclude Noe Padilla DBA Optimizo  
3 Investment Strategies from engaging in activities necessary to wind down the business, such as  
4 liquidating transactions, transferring accounts, forwarding checks received to the clearing firm,  
5 responding to regulatory inquiries, filing Form U-5s for registered representatives, fielding client  
6 requests for account servicing or documents, for up to 30 days after the date of this Order.

7 The Commissioner finds this action is appropriate, in the public interest, for the protection of  
8 investors, and consistent with the purposes fairly intended by the policies and procedures of the  
9 Corporate Securities Law of 1968 (Corp. Code, § 25000 et seq.).

10 Dated: November 7, 2022

CLOTHILDE V. HEWLETT  
Commissioner of Financial Protection and Innovation



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13 By: \_\_\_\_\_  
14 BALBIRO KAZLA  
15 Deputy Commissioner  
16 Broker-Dealer Investment Adviser  
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