

**Firm Brochure Supplement  
(Part 2B of Form ADV)**

**Cover Page**



**HIP Investor Inc.**

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[www.HIPinvestor.com](http://www.HIPinvestor.com)

Brochure version: APRIL 15, 2024  
Covering Fiscal Year End 12/31/2023  
And up to 4/15/2024.  
CRD #149825

This brochure provides information about the qualifications of the current investment adviser representatives of HIP Investor Inc. If you have not received, or have any questions about the contents of this Part 2B or our Part 2A brochure, please contact Ross Paul Herman at +1 415 295 4708 or by email at: [Services@HIPinvestor.com](mailto:Services@HIPinvestor.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. HIP Investor Inc. is a registered investment adviser in the states of California, Illinois, Louisiana, New York, and North Carolina. Being registered does not imply being certified or trained to a mandated level.

All individuals who render investment advisory services on behalf of HIP must have earned a university degree in business, finance, economics or equivalent and have at least three years of investment-related experience. In addition, all such individuals shall have attained all required investment-related licenses and/or designations.

This brochure supplement provides information about HIP's investment adviser representatives (IARs) and supplements the HIP Investor Inc. brochure. You should have received a copy of that brochure. Please contact please contact Ross Paul Herman at +1 415 295 4708 or by email at: [Services@HIPinvestor.com](mailto:Services@HIPinvestor.com) if you did not receive HIP Investor Inc.'s brochure or if you have any questions about the contents of this supplement.

Additional information about HIP Investor Inc. (CRD 149825) and our investment adviser representatives is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov)



## R. PAUL HERMAN, FSA

### CEO, Chief Investment Officer, Chief Compliance Officer

Year of birth: 1968

CRD: [5650505](#)

#### EDUCATION BACKGROUND AND BUSINESS EXPERIENCE

##### Educational Background:

- The Wharton School, Univ. of Pennsylvania, Bachelor of Science in Economics, Philadelphia, PA, 1987-1989.
- Loyola University of Chicago, Chicago, Illinois. 1985-1987.

##### Business Background:

- HIP Investor Inc., CEO + Founder, Chief Investment Officer and Chief Compliance Officer, Laguna Beach, California, and Chicago, Illinois, 2006 to present.
- HIP Investor Ratings LLC, Managing Member. Laguna Beach, California, and Chicago, Illinois, 2014 to present.
- Sonoma Private Wealth LLC, Senior Wealth Advisor, Sonoma, California, 2021 to present.
- Adjunct Lecturer, Sustainable Finance, multiple universities, 2010 to present.
- Omidyar Network, Director of Strategy, Redwood City, California, 2005-2006.
- Ashoka: Innovators for the Public, Chief Development Officer, Arlington, Virginia, 2002-2005
- Additional experience includes: McKinsey & Company, Energy Practice, Washington, D.C., 1989-1991.
- Additional investment responsibilities include:  
Investment Advisory Committee, Patient Capital Collaborative 2007 LLP.
- Full professional history available here: <https://www.linkedin.com/in/rpaulh/>

##### Exams, Licenses & Other Professional Designations:

- Series 65 Investment Advisor since 2009.
- FSA Credential Level I since 2021; FSA Level II Candidate.

#### DISCIPLINARY INFORMATION

There are **no** current or past legal or disciplinary events related to Ross Paul Herman. HIP Investor Inc. has **never** been accused nor pursued nor liable in arbitration or any civil, legal, or administrative proceeding for its actions; this includes no contention over investments or omissions; no fraud; no theft or embezzlement; no bribery, no forgery, no counterfeiting, no extortion; and, no dishonest, unfair, or unethical practices. HIP serves clients in an ethical, honest, and constructive manner.

#### OTHER BUSINESS ACTIVITIES

As part of HIP's sustainable investing mission, HIP sometimes teams with other registered investment advisors – including Sonoma Private Wealth and Nia Impact Capital -- and provides research on investments, analytics on portfolios, and support for investment reporting services. Herman is also a Senior Wealth Advisor on a project basis for Sonoma Private Wealth LLC.

#### ADDITIONAL COMPENSATION

Herman receives compensation from his work at HIP Investor Inc. and HIP Investor Ratings LLC. HIP does not currently charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). From time to time, HIP co-brands products with issuers of securities or related products. To date, this includes the VanEck HIP Sustainable Muni ETF (since September 2021), and the ICE HIP ESG US National Index (since December 2022). Further co-branded products may be launched in the future. In addition, the management of HIP Investor Inc. also works with HIP Investor Ratings LLC, which rates issuers and issuances, for corporations, municipal bonds, private funds, and other asset classes. These HIP Ratings may be included in the issuer's investor documents, including the prospectus or similar disclosures to investors.

#### SUPERVISION

CEO Ross Paul Herman is accountable to the Board of Directors of HIP Investor Inc.

#### ADDITIONAL DISCLOSURES

There have been **no** arbitration judgments **nor** any negative decisions where our advisory firm or Mr. Herman has been found liable in any civil, self-regulatory or administrative proceeding. Neither the firm nor Mr. Herman has been the subject of a bankruptcy petition. Pursuant to California Code of Regulations, CCR Section 260.238(j), HIP hereby discloses that clients may receive the same or comparable services from other Financial Advisers at a lower fee. Pursuant to California Code of Regulations, Title 10, CCR Section 260.235.2, HIP discloses that it may utilize various firms for the execution of securities transactions and to custody assets. All material conflicts of interest under California Code of Regulations, CCR Section 260.238(k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice. New York State registered advisers are overseen by the Investor Protection Bureau of the Attorney General of the State of New York ([www.ag.ny.gov](http://www.ag.ny.gov)).



## MEGAN ELLEN MORRICE, MBA, FSA

### Senior Advisor

Year of birth: 1982

CRD: [5131675](#)

#### EDUCATION BACKGROUND AND BUSINESS EXPERIENCE

##### Educational Background:

- Presidio Graduate School, MBA in Sustainable Management, 2014-2016.
- University of Southern California, BA in Psychology, 2000-2004.

##### Business Background:

- University of California at Berkeley, Haas School of Business, Program Director of the Sustainable and Impact Finance Initiative, 2022 to present.
- Values Advisor, Head of Operations, 2017 to present.
- EQIS Capital Management, ESG Specialist, 2017-2022.
- HIP Investor Inc., Client and Partnership Development, 2016-2017.
- Full professional history available here: <https://www.linkedin.com/in/meganmorrice>

##### Exams, Licenses & Other Professional Designations:

- Series 65 Investment Advisor since 2017.
- FSA Credential Level II Candidate, 2020.

#### DISCIPLINARY INFORMATION

There are **no** current or past legal or disciplinary events related to Megan Morrice. HIP Investor Inc. has **never** been accused nor pursued nor liable in arbitration or any civil, legal, or administrative proceeding for its actions; this includes no contention over investments or omissions; no fraud; no theft or embezzlement; no bribery, no forgery, no counterfeiting, no extortion; and, no dishonest, unfair, or unethical practices. HIP serves clients in an ethical, honest, and constructive manner.

#### OTHER BUSINESS ACTIVITIES

Megan also works for the University of California at Berkeley's Haas School of Business, as the Program Director of the Sustainable and Impact Finance Initiative. Morrice develops new opportunities and oversees delivery and funding of activities and events for students and the wider business community. Morrice also works for Values Advisor, an organization that connects individual investors with values-based investment advisors who can translate a client's social or environmental values into a sound investment strategy.

#### ADDITIONAL COMPENSATION

Megan Morrice receives compensation from her work at the University of California at Berkeley, and at Values Advisor. HIP compensates Morrice for her referrals and work on projects. HIP does not currently charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). From time to time, HIP co-brands products with issuers of securities or related products. To date, this includes the VanEck HIP Sustainable Muni ETF (since September 2021), and the ICE HIP ESG US National Index (since December 2022). Further co-branded products may be launched in the future. In addition, the management of HIP Investor Inc. also works with HIP Investor Ratings LLC, which rates issuers and issuances, for corporations, municipal bonds, private funds, and other asset classes. These HIP Ratings may be included in the issuer's investor documents, including the prospectus or similar disclosures to investors.

#### SUPERVISION

Megan Morrice's work at HIP is supervised by CEO/CIO/CCO Ross Paul Herman, +1 415 295 4708.

#### ADDITIONAL DISCLOSURES

There have been **no** arbitration judgments **nor** any negative decisions where our advisory firm or Ms. Morrice has been found liable in any civil, self-regulatory or administrative proceeding. Neither the firm nor Ms. Morrice has been the subject of a bankruptcy petition.

Pursuant to California Code of Regulations, CCR Section 260.238(j), HIP hereby discloses that clients may receive the same or comparable services from other Financial Advisers at a lower fee. Pursuant to California Code of Regulations, Title 10, CCR Section 260.235.2, HIP discloses that it may utilize various firms for the execution of securities transactions and to custody assets. All material conflicts of interest under California Code of Regulations, CCR Section 260.238(k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice. New York State registered advisers are overseen by the Investor Protection Bureau of the Attorney General of the State of New York ([www.ag.ny.gov](http://www.ag.ny.gov)).



## LOGAN YONAVJAK, MBA

### Senior Advisor

Year of birth: 1985

CRD: [6655463](#)

#### EDUCATION BACKGROUND AND BUSINESS EXPERIENCE

##### Educational Background:

- Yale School of Management; Masters of Business Administration, Concentration in Asset Management (2016)
- Yale School of the Environment; Masters of Forestry (2016)
- University of North Carolina at Chapel Hill, Bachelor of Arts in Geography, concentration in Geographic Information Systems (2017)

##### Business Background:

- International Farming, Head of Sustainability, 2022 to present.
- SeaAhead, Venture Partner & Advisor, 2022 to present.
- Provenance Capital Group, Co-Founder & Managing Director, 2019-2021.
- CREO Syndicate, Sector Manager and Analyst, 2017-2018.
- Full professional history available here: <https://www.linkedin.com/in/loganyonavjak/>

##### Exams, Licenses & Other Professional Designations:

- Series 65 Investment Advisor since 2021.

#### DISCIPLINARY INFORMATION

There are **no** current or past legal or disciplinary events related to Logan Yonavjak. HIP Investor Inc. has **never** been accused nor pursued nor liable in arbitration or any civil, legal, or administrative proceeding for its actions; this includes no contention over investments or omissions; no fraud; no theft or embezzlement; no bribery, no forgery, no counterfeiting, no extortion; and, no dishonest, unfair, or unethical practices. HIP serves clients in an ethical, honest, and constructive manner.

#### OTHER BUSINESS ACTIVITIES

As part of HIP's sustainable investing mission, HIP sometimes teams with other registered investment advisors, and provides research on investments, analytics on portfolios, and support for investment reporting services.

#### ADDITIONAL COMPENSATION

HIP compensates Yonavjak for her referrals and work on projects.

HIP does not currently charge any performance-based fees (fees based on a share of capital gains on or capital appreciation of the assets of a client). From time to time, HIP co-brands products with issuers of securities or related products. To date, this includes the VanEck HIP Sustainable Muni ETF (since September 2021), and the ICE HIP ESG US National Index (since December 2022). Further co-branded products may be launched in the future. In addition, the management of HIP Investor Inc. also works with HIP Investor Ratings LLC, which rates issuers and issuances, for corporations, municipal bonds, private funds, and other asset classes. These HIP Ratings may be included in the issuer's investor documents, including the prospectus or similar disclosures to investors.

#### SUPERVISION

Logan Yonavjak's work at HIP is supervised by CEO/CIO/CCO Ross Paul Herman, +1 415 295 4708.

#### ADDITIONAL DISCLOSURES

There have been **no** arbitration judgments **nor** any negative decisions where our advisory firm or Ms. Yonavjak has been found liable in any civil, self-regulatory or administrative proceeding. Neither the firm nor Ms. Yonavjak has been the subject of a bankruptcy petition.

Pursuant to California Code of Regulations, CCR Section 260.238(j), HIP hereby discloses that clients may receive the same or comparable services from other Financial Advisers at a lower fee. Pursuant to California Code of Regulations, Title 10, CCR Section 260.235.2, HIP discloses that it may utilize various firms for the execution of securities transactions and to custody assets. All material conflicts of interest under California Code of Regulations, CCR Section 260.238(k) are disclosed regarding the investment adviser, its representatives or any of its employees, which could be reasonably expected to impair the rendering of unbiased and objective advice. New York State registered advisers are overseen by the Investor Protection Bureau of the Attorney General of the State of New York ([www.ag.ny.gov](http://www.ag.ny.gov)).