



IAPD Report

ERIC B HERMANSON

CRD# 5068884

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

ERIC B HERMANSON (CRD# 5068884)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **06/12/2026**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
B	ROCKEFELLER FINANCIAL LLC	CRD# 291361	02/14/2020
IA	ROCKEFELLER CAPITAL MANAGEMENT	CRD# 291361	05/14/2020
IA	ROCKEFELLER CAPITAL MANAGEMENT	CRD# 294197	11/07/2025

QUALIFICATIONS

This representative is currently registered in **1** SRO(s) and **27** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	MORGAN STANLEY	149777	ATLANTA, GA	06/01/2009 - 02/19/2020
IA	MORGAN STANLEY	149777	ATLANTA, GA	06/01/2009 - 02/19/2020
B	MORGAN STANLEY & CO. INCORPORATED	8209	ALPHARETTA, GA	04/02/2007 - 06/01/2009

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Criminal	1
Customer Dispute	1



Report Summary



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **27** jurisdiction(s) and 1 SRO(s) through his or her employer(s).

Employment 1 of 2

Firm Name: **ROCKEFELLER CAPITAL MANAGEMENT**

Main Address: 45 ROCKEFELLER PLAZA
FLOOR 5
NEW YORK, NY 10111

Firm ID#: 291361

	Regulator	Registration	Status	Date
B	FINRA	General Securities Representative	Approved	02/14/2020
B	Alabama	Agent	Approved	03/17/2020
B	Alaska	Agent	Approved	05/26/2026
B	Arizona	Agent	Approved	02/14/2020
B	California	Agent	Approved	11/06/2025
B	Colorado	Agent	Approved	02/14/2020
B	Connecticut	Agent	Approved	02/14/2020
B	Florida	Agent	Approved	02/14/2020
B	Georgia	Agent	Approved	02/14/2020
IA	Georgia	Investment Adviser Representative	Approved	05/14/2020
B	Hawaii	Agent	Approved	03/18/2020
B	Louisiana	Agent	Approved	04/22/2025
B	Maryland	Agent	Approved	02/14/2020



Qualifications

	Regulator	Registration	Status	Date
B	Minnesota	Agent	Approved	03/19/2020
B	Missouri	Agent	Approved	02/14/2020
B	Nevada	Agent	Approved	01/26/2026
B	New Jersey	Agent	Approved	02/14/2020
B	New York	Agent	Approved	02/14/2020
B	North Carolina	Agent	Approved	02/14/2020
B	Pennsylvania	Agent	Approved	02/14/2020
B	Puerto Rico	Agent	Approved	03/06/2023
B	South Carolina	Agent	Approved	02/14/2020
B	South Dakota	Agent	Approved	02/14/2020
B	Tennessee	Agent	Approved	02/14/2020
B	Texas	Agent	Approved	02/26/2020
IA	Texas	Investment Adviser Representative	Restricted Approval	09/22/2021
B	Utah	Agent	Approved	11/06/2025
B	Virginia	Agent	Approved	02/14/2020
B	West Virginia	Agent	Approved	10/28/2025
B	Wyoming	Agent	Approved	08/14/2025

Branch Office Locations

ROCKEFELLER CAPITAL MANAGEMENT



Qualifications

3060 Peachtree Road, NW, Suite 110
ATLANTA, GA 30305

Employment 2 of 2

Firm Name: **ROCKEFELLER CAPITAL MANAGEMENT**
Main Address: 45 ROCKEFELLER PLAZA
FLOOR 5
NEW YORK, NY 10111
Firm ID#: 294197

	Regulator	Registration	Status	Date
IA	Georgia	Investment Adviser Representative	Approved	11/07/2025
IA	Texas	Investment Adviser Representative	Restricted Approval	11/08/2025

Branch Office Locations

ROCKEFELLER CAPITAL MANAGEMENT
3060 Peachtree Road NW
Suite 110
Atlanta, GA 30305



Qualifications



PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 0 principal/supervisory exams, 3 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
B Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
B Futures Managed Funds Examination (S31)	Series 31	03/24/2006
B General Securities Representative Examination (S7)	Series 7	02/22/2006

State Securities Law Exams

Exam	Category	Date
IA B Uniform Combined State Law Examination (S66)	Series 66	03/16/2006



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **1** professional designation(s).

Certified Financial Planner

Only professional designations listed in Question 8 of the Form U4 will appear in this section if the appropriate box is checked and verified by the issuing organization at the time of the filing. Learn more about eligible designations at [IARD](#) and [NASAA](#).



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	06/01/2009 - 02/19/2020	MORGAN STANLEY	CRD# 149777	ATLANTA, GA
IA	06/01/2009 - 02/19/2020	MORGAN STANLEY	CRD# 149777	ATLANTA, GA
B	04/02/2007 - 06/01/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	ALPHARETTA, GA
IA	04/02/2007 - 06/01/2009	MORGAN STANLEY & CO. INCORPORATED	CRD# 8209	ALPHARETTA, GA
IA	03/20/2006 - 04/02/2007	MORGAN STANLEY	CRD# 7556	ALPHARETTA, GA
B	02/24/2006 - 04/02/2007	MORGAN STANLEY DW INC.	CRD# 7556	ALPHARETTA, GA

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
02/2020 - Present	Rock & Co LLC	MANAGING DIRECTOR	Y	Atlanta, GA, United States
02/2020 - Present	Rockefeller Financial LLC	MANAGING DIRECTOR	Y	Atlanta, GA, United States
01/2015 - 02/2020	MORGAN STANLEY PRIVATE BANK, NATIONAL ASSOCIATION	FINANCIAL ADVISOR	Y	NEW YORK, NY, United States
06/2009 - 02/2020	MORGAN STANLEY	FINANCIAL ADVISOR	Y	ALPHARETTA, GA, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

Hermanson Family Limited Partnership; Investment related; Sole Proprietor / Owner / Partner; Holding of Stock, Bonds,; 27/2012; During Business hours: 0, After Business hours: 2

*375631 - Three Lakes Corp, LLC HOA; Investment related No; Volunteer homeowner association; Upper Lake Representative (proprietor, partner, officer, director, employee, trustee, agent); Nov 2018; After business hours: 1



Registration & Employment History



OTHER BUSINESS ACTIVITIES

Mr. Hermanson is a licensed insurance agent with RCM Insurance Svces LLC, an affiliate of the firm.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Criminal	1
Customer Dispute	1

Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

Disclosure 1 of 1

Reporting Source:	Individual
Court Details:	VIOLATION OF GEORGIA CONTROLLED SUBSTANCES ACT CLARKE COUNTY, GA. COURT - SUPERIOR COURT OF ATHENS- CLARKE COUNTY, GEORGIA CASE NUMBER: SU-92-CR-1232-S
Charge Date:	07/14/1992
Charge Details:	VIOLATION OF GEORGIA CONTROLLED SUBSTANCES ACT FELONY CHARGE- I ENTERED A PLEAS TO A LESSER OFFENSE (POSSESSION OF MARIJUANA).
Felony?	Yes
Current Status:	Final
Status Date:	03/12/1993
Disposition Details:	(A)DISMISSED UNDER FIRST OFFENDER ACT 12 MONTHS PROBATION COMPLETED (B)7/14/1992 (C) FIRST OFFENDER PROGRAM (D) ENTERED THE FIRST OFFENDER PROGRAM 7/14/1992 AND COMPLETED FIRST OFFENDER PROGRAM ON 3/24/1993 (E) 7/14/1992 (F) \$340 FINE (G) 7/23/1992 FINE PAID - \$340 (FINE OF \$200 AND \$20 JAIL PENALTY FEE AND \$100 DRUG PENALTY FEE FOR A TOTAL OF \$340 TO BE PAID THROUGH THE PROBATION DEPT.
Broker Statement	I WAS CHARGED WITH FIRST OFFENDER MISDEMEANOR POSSESSION OF MARIJUANA. I WAS RELEASED FROM PROBATION EARLY DUE TO FINISHING MY COMMUNITY SERVICE IN A TIMELY MANNER AS WELL AS FOR GOOD BEHAVIOR.



Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

Disclosure 1 of 1

Reporting Source:	Individual
Employing firm when activities occurred which led to the complaint:	MORGAN STANLEY & CO. INCORPORATED
Allegations:	CLIENT ALLEGES, INTER ALIA, FINANCIAL ADVISOR TRADED EXCESSIVELY IN HER ACCOUNT WHICH LED TO LOSSES IN 2008.
Product Type:	Other
Other Product Type(s):	NEW ISSUES - OTC
Alleged Damages:	\$41,000.00

Customer Complaint Information

Date Complaint Received:	12/15/2008
Complaint Pending?	No
Status:	Denied
Status Date:	01/23/2009
Settlement Amount:	\$0.00
Individual Contribution Amount:	\$0.00



End of Report

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