

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

INVESTMENT ADVISERS ACT OF 1940
Release No. 6363 / August 4, 2023

ADMINISTRATIVE PROCEEDING
File No. 3-21545

In the Matter of

**CHRISTOPHER
HERWIG,**

Respondent.

**ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO 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 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Christopher Herwig (“Herwig” or “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, paragraphs 2 and 3 below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to 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. Christopher Herwig, age 44, resides in Raleigh, North Carolina. From 2010 through 2020, Herwig held various positions at various times at Eli Global, including the Chief Investment Officer (“CIO”) and Portfolio Manager. He served as CIO for various companies owned and controlled by Greg E. Lindberg (“Lindberg”). At various times, Herwig was also a director of

Standard Advisory Services Limited (“SASL”), a Malta-based SEC registered investment adviser, a member of SASL’s investment committee, and SASL’s portfolio manager.

2. On December 20, 2022, Herwig pled guilty to a one-count Bill of Information charging him with a conspiracy to commit crimes in connection with insurance business, wire fraud, money laundering, transactional money laundering, and violations of the Advisers Act, in violation of 18 U.S.C. §§ 371, 1033, 1343, 1956(a)(1)(A)(i) and 1956(a)(1)(B)(i), 1957, and 15 U.S.C. §§ 80b-6 and 80b-17, before the United States District Court for the Western District of North Carolina, in *United States v. Herwig*, 3:22-cr-314-MOC.

3. The one-count of the Bill of Information to which Herwig pled guilty alleged, among other things, that from in or about January 2017 through at least 2019, Herwig willfully and knowingly engaged in a conspiracy to defraud certain of SASL’s advisory clients by engaging in a series of complex, related party transactions that resulted in Lindberg, and/or the companies that Lindberg controlled, misappropriating approximately \$55 million dollars from the advisory clients, and engaging in a series of sham repurchase transactions totaling nearly \$96 million dollars. These transactions, and others, put the interests of Lindberg and his entities ahead of the interests of SASL’s advisory clients.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Herwig’s Offer.

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

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, compliance with the Commission’s order and payment of any or all of the following: (a) any disgorgement or civil penalties ordered by a Court against the Respondent in any action brought by the Commission; (b) any disgorgement amounts ordered against the Respondent for which the Commission waived payment; (c) any arbitration award related to the conduct that served as the basis for the Commission order; (d) 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 (e) 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