

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934

Release No. 86600 / August 8, 2019

ADMINISTRATIVE PROCEEDING

File No. 3-19326

In the Matter of

ELIZABETH OHARRIZ,

Respondent.

**ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934,
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 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Elizabeth Oharriz (“Oharriz” 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, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over her and the subject matter of these proceedings and the findings contained in paragraph 2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, 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. Oharriz is the founder, president, and Chief Executive Officer of Sienna Business Group, Inc. and Diversified Initiatives Consulting & Logistics Inc. Oharriz, 56 years old, is a resident of Miami Shores, Florida.

2. On July 9, 2019, a final judgment was entered by consent against Oharriz, permanently enjoining her from future violations of Section 15(a) of the Exchange Act and providing permanent injunctive relief under Section 17(a) of Securities Act of 1933 ("Securities Act") and Section 10(b) of the Exchange Act and Rule 10b-5 thereunder, in the civil action entitled SEC v. Baker, et al.; 1:19-cv-02565, in the United States District Court for the Northern District of Georgia.

3. The Commission's complaint alleged that Oharriz participated in schemes to defraud investors and engaged in fraudulent and deceptive conduct in connection with investors' purchases of securities in furtherance of those schemes, including obtaining, creating, and distributing fictitious documentation concerning the investments. The complaint also alleged that Oharriz made misrepresentations to investors, including that she would use their funds to purchase bank instruments from which investors could earn astronomical profits and that investors would be able to obtain a refund if the instruments were not obtained. The complaint further alleged that Oharriz misappropriated investor funds and acted as an unregistered broker. The complaint alleged that Oharriz engaged in the foregoing conduct from at least in or around August 2014 to in or around July 2018.

IV.

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

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Oharriz be, and hereby is barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and pursuant to Section 15(b)(6) of the Exchange Act Respondent Oharriz be, and hereby is barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

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, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) 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 (d) 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