Are you a high tech professional who has a nagging feeling that you could be doing more to optimize your financial success and the security of your family?

Are you seeking the guidance of an advisor who "gets" how you think and what information you need to know to make decisions?

Meet **William Pitney**.

For over a decade, William has been providing financial planning and coaching services to high tech engineering and technical professionals and their families. By using his time-tested, scientific approach to personal finance, William eliminates his clients' concerns about making smart financial decisions and proactively addresses the issues that arise with increasing financial success and responsibility. As the founder of FocusYOU, William provides practical financial knowledge and delivers fact-based solutions to support your goals.

For William, It's Personal

William is passionate about helping people achieve their financial and life goals. He became a financial planner after witnessing the devastating effects that poor advice had on his mother-in-law following the death of her husband. She lost her home, savings and sense of financial independence. William entered the industry deeply committed to ensuring others never faced the same fate and helps them take charge of their future.

William's Methodical Linear Approach Serves You

William has spent his entire career working with engineers and analytical professionals—first through his work in finance and market research at Hewlett Packard and Agilent Technologies and the last 12 years as a financial planner and coach. He understands your linear approach to problem solving. Though William can get into detailed calculations, his clients appreciate that he also paints a real world, big picture understanding about important financial concepts and teaches a framework for making optimal decisions.

William is a CERTIFIED FINANCIAL PLANNER™ professional. He completed his Personal Financial Planning education through UCLA, earned his BA from the University of Kentucky and MBA from The Eller School at The University of Arizona.

William is a member of the Financial Planning Association, Sudden Money Institute, Center for Fiduciary Studies, and Peninsula Estate Planning Council. The Institute of Consumer Financial Education recognizes William as a Certified Personal Finance Instructor.

Originally from Louisville, Kentucky, William has lived in the San Francisco Bay Area since 1996. He has lived in the Santa Rosa area and Palo Alto and now resides in Foster City with his family. In his free time, he is an avid sports fan and enjoys music, food and road trips. He coaches flag football and volunteers with organizations focused on children and families.

William D. Pitney, MBA, CFP®
Financial Focus Engineer

Areas of Expertise

- Life Transitions / Financial Windfalls
- Comprehensive Financial Planning
- Retirement & Investments
- Risk Management & Insurance
- Estate Planning
- Business Owner Planning

Education/Certification

- MBA, The University of Arizona
- BA, University of Kentucky
- Professional Certificate, University of California, Los Angeles
- CERTIFIED FINANCIAL PLANNER™ Professional
- Accredited Investment Fiduciary®
- Registered Financial Consultant
- Series 66 registration
- CA Insurance License #0D91679

Put William's Knowledge and Expertise to Work for Your Financial Success Today

Contact us today to schedule a one-to-one Financial Strategy Session and see how William can help you make smarter financial decisions with your increasing financial success and responsibility.