



California State Treasurer Fiona Ma, CPA

News Release

FOR IMMEDIATE RELEASE

PR 23:08
February 17, 2023

Contact: [Joe DeAnda](#)
(916) 653-2995

State Treasurer Fiona Ma Appoints Joe DeAnda Director of Communications

SACRAMENTO – State Treasurer Fiona Ma announced the appointment of Joe DeAnda as Director of Communications for the State Treasurer’s Office (STO).

As Director of Communications, DeAnda will lead all communications efforts for the State Treasurer, the STO, and its many financing boards, commissions, and authorities. In the role he will develop and execute strategic messaging campaigns, manage the Treasurer’s public engagement efforts across the state, and serve as the office’s main point of contact for the media.

DeAnda has nearly two decades of public affairs and media relations experience and joins the STO from the California Public Employees’ Retirement System (CalPERS), where he led the pension fund’s external communications efforts as Assistant Division Chief in the Office of Public Affairs since 2017. Previously, he was appointed by Governor Edmund Brown, Jr. to serve as the Deputy Director for Communications at the California Department of Human Resources from 2016-2017. He also held public information officer roles at CalPERS and the STO from 2007-2016 and worked on then-California Attorney General Bill Lockyer’s campaign for state treasurer from 2004-2007.

DeAnda is a member of the City of West Sacramento Planning Commission and a previous member of its Economic Development Advisory Commission. He also served as a trustee on the governing board of Reclamation District 900.

DeAnda received his bachelor's degree in political science from California State University, Sacramento and a Master of Business Administration from Drexel University.

###

Fiona Ma is California's 34th State Treasurer. She was first elected on November 6, 2018, with more votes (7,825,587) than any other candidate for treasurer in the state's history and reelected on November 8, 2022. She is the first woman of color and the first woman Certified Public Accountant (CPA) elected to the position. The State Treasurer's Office was created in the California Constitution in 1849. It provides financing for schools, roads, housing, recycling and waste management, hospitals, public facilities, and other crucial infrastructure projects that better the lives of residents. California is poised to become the world's fourth-largest economy and Treasurer Ma is the state's primary banker. Presently, her office processes more than \$3 trillion in banking transactions. She provides transparency and oversight for the government's investment portfolio and accounts, as well as for the state's surplus funds. Treasurer Ma oversees an investment portfolio that currently averages over \$200 billion—a significant portion of which is beneficially owned by more than 2,200 local governments in California. She serves as agent of sale for all State bonds and is trustee of billions of dollars of state indebtedness.

###

For more news about the State Treasurer's Office, please follow Treasurer Ma on Twitter at [@CalTreasurer](#), Instagram at [@CalTreasurer](#), and on Facebook at [California State Treasurer's Office](#).