



Valdemar Sandoval III

Vice President, Branch Manager – First Foundation Bank, Roseville

Valdemar Sandoval III is currently the Branch Manager for First Foundation Bank in Roseville, where he has over 22 years of banking experience and a passion for relationship-based service. For the past four years, he has worked in Placer County, helping individuals, families, and small businesses achieve financial stability through personalized support and community connection.

Throughout his career, Valdemar has held leadership roles across both banks and credit unions in Northern California, with a focus on client-centered lending, branch development, and team leadership. He approaches his work with a people-first mindset, believing that trust, access, and education are key to long-term financial empowerment. In addition to his work in banking, Valdemar is an Ambassador for the Roseville Area Chamber of Commerce and is currently pursuing business and leadership studies at Sierra College. He is committed to local engagement and often collaborates with business and nonprofit leaders to support economic and cultural growth in the region.

As a board member of the Latino Leadership Council, Valdemar is proud to support and highlight the beauty, strength, and culture that the Latino community brings to Placer County and beyond.

“For me, being on the Latino Leadership Council means standing alongside others who are committed to creating meaningful change. It’s about honoring where we come from, supporting where we are, and shaping a stronger future for our community, with representation at the center of that work. When our voices are at the table, the real progress becomes possible.”