



Edmond Joseph Pera

OCT 24, 2023



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Edmond Joseph Pera

OCT 24, 2023

Edmond Joseph Pera passed away peacefully surrounded by family on October 24th at Sequoia Hospital in Redwood City.

Ed was preceded in death by his father Angelo, mother Veronica (Hogan), and brother Dick. He is survived by sons Kevin (Susan), Matthew (Julie), and Robert; daughters Jill, Melissa (Michael), and Elizabeth; grandchildren Alexandra (Sean), Tony (Riley), Kathryn, Lulu, Ross, Zachary, Samantha, and Alexa; and great-grandchildren Olivia and Thomas. Ed loved spending time with his children, grandchildren, and great-grandchildren. They will have fond memories of him watching them play sports, family vacations, and watching football on Sundays with the boys.

Ed was born in San Francisco and attended grammar school at St. Cecilia School. He had a wonderful childhood and had fond memories of summers at his family's house at the Russian River. He graduated from Saint Ignatius High School in San Francisco in 1958 where he played varsity basketball as a shooting guard.

He went on to attend Santa Clara University where he was in the Army ROTC program, graduating in 1962 with a Bachelor of Science degree in Commerce. He was commissioned as a second lieutenant in the US Army. He and his wife Joan (Murphy) were deployed to West Germany, which was the first of his many international experiences. Ed was honorably discharged as a Captain and returned to the SF Bay Area to raise his family.

Ed started his professional career as a CPA, before moving to Levi Strauss & Company and took on increasing responsibilities which involved travel to South America, Australia, the Far East, Latin America, and Canada. He later became General Manager of Levi's Canada/Latin American division and contributed to taking the company public. After a stint as President and CEO of Advanced Communications, he founded Pera Management Consulting where he specialized in startups, restructuring, reorganization, and finances, and served as a part-time CEO or CFO for various businesses including providing finance consulting services and managing shareholder relations for Armanino Foods.



Obituary

Edmond Joseph Pera

In 2000, he joined Armanino Foods as Secretary and Treasurer, then became Chief Operating Officer and Principal Financial Officer of the Company in 2003, before retiring as CEO in 2020.

Ed had a lifelong passion for sports, including being a devoted fan of the SF 49ers, the Golden State Warriors, and the Memphis Grizzlies. He began playing tennis in his late 20s, building a group of lifelong friends with whom he shared weekly bouts of tennis, bible studies, and card games along with many getaways. Ed remained close to these friends throughout his life.

He possessed a keen intellect and had an amazing affinity with numbers. He was always available to his family and friends to share his wisdom and provide guidance. He was renowned for his generosity, always being an hour early for every event, beating everyone to the restaurant so he could pay the bill.

Ed will be most remembered for the love he felt for his family and friends and we will miss his huge presence in our lives.

We invite his friends to a celebration of his life on Sunday, November 19th at 2pm at Crystal Springs Golf Club, 6650 Golf Course Drive, Burlingame.



Tribute Wall

Edmond Joseph Pera



Tony Cassanego & Arlette De La Cruz sent an Emerald Garden Basket to the Pera family.

November 15 at 6:59 AM



John & planted a Memorial Tree in honor of Edmond.

November 12 at 1:12 AM



Anonymous sent a Peaceful White Lilies Basket to the Pera family.

November 2 at 2:42 AM



Anonymous planted a Memorial Tree in honor of Edmond.

November 2 at 2:42 AM



Our Sympathies, James And Kayce Ford sent a Beautiful in Blue to the Pera family.

October 28 at 1:25 AM



Our Sympathies, James And Kayce Ford planted a Memorial Tree in honor of Edmond.

October 28 at 1:25 AM





Memories only last if you share them

Join us in honoring Edmond by contributing to a collection of shared memories.



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