



# Frank V. Zerunyan, JD

Professor of the Practice of Governance  
**USC Sol Price School of Public Policy**  
Director of Executive Education  
**USC Price Bedrosian Center on Governance**  
Director of Executive Education  
**The Neely Center for Ethical Leadership and Decision Making**  
USC Marshall USC Viterbi USC Price Interdisciplinary Center (DECIDE)

## University of Southern California

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## CAREER HIGHLIGHTS

Mayor, Council Member, Gubernatorial Appointee, Lawyer, Consultant, Director, Board Member, Author, and Professor

## EDUCATION

Western State University College of Law  
Doctor of Law (J.D.) 1985

California State University Long Beach  
Bachelor of Arts, Humanities/Languages 1982

University of Southern California Law Center  
Advanced Legal Studies Program Certificate Corporate Taxation 1988

California League of Cities Civic Leadership Institute  
Advanced Leadership Certificate 2006

College Samuel Moorat, Paris, France  
French Baccalaureate Social Studies 1978 (Part I)

## TEACHING/ACADEMIC EXPERIENCE

University of Southern California Sol Price School of Public Policy (USC Price)  
Professor of the Practice of Governance (2011-Present)

USC Price Bedrosian Center for Governance  
Director of Executive Education Forum (2011-Present)

USC Price and USC Viterbi Interdisciplinary Decision and Ethics (DECIDE)  
Director of Executive Education (2016-Present)

University of Southern California School of Policy Planning and Development  
Adjunct Associate Professor (2008-2011)

Western State University College of Law  
Guest Lecturer in Administrative Law (2007-2011)

California League of Cities Institute for Local Government  
Lecturer in Land Use and Findings Law (2002)

National Business Institute  
Lecturer in Real Estate Law (1997-2000)

## **ACADEMIC SERVICE**

Public Administration Scientific Journal for the Republic of Armenia  
Editorial Council Member (2015-Present)

Republic of Armenia Ministry of Defense Military University Lecturer/Instructor (Honorary Rank: Colonel) (2017-Present)

## **GRADUATE COURSES TAUGHT**

Intersectoral Leadership PPD 500 USC Sol Price School of Public Policy

Business and Public Policy PPD 688 USC Sol Price School of Public Policy

International Laboratory PPD 613 USC Sol Price School of Public Policy

Newnegotiation, International Issues in Public Policy PPD 572 USC Sol Price School of Public Policy

Place, Institutions and Governance PLUS 652

## **GOVERNMENT-PUBLIC AND NOT FOR PROFIT (NGO) SERVICE**

City of Rolling Hills Estates, three term Mayor and Council Member  
(Elected to the City Council in 2003 and re-elected 2007, 2011, 2015; Mayor 2007-2008, 2012-2013 and 2016-2017)

State of California Department of Consumer Affairs, Medical Board Member and Vice President  
(Governor Schwarzenegger's appointee in 2006 and 2011; California Senate confirmation in May of 2007)

City of Rolling Hills Estates, Chair of Equestrian Committee  
(2014-2015)

City of Rolling Hills Estates, Chair of Traffic and Safety  
(2007-2012)

City of Rolling Hills Estates, Chair of Environmental Committee  
(2003-2004)

City of Rolling Hills Estates, Planning Commissioner  
(1999-2003, Chair 2002-2003)

County of Los Angeles Sanitation District, Board Member  
(2007-2008 and 2012-2013 and 2016- Present)

Palos Verdes Peninsula Transit Authority, Board Member  
(2006 and 2010-2013 and 2015)

Palos Verdes Peninsula Law Enforcement Committee, Board Member and Chair  
(2007-2009 and 2012-2014 and 2017- Present)

California Contract Cities Association, Elected 52nd President  
(2008-2009)

California Contract Cities, Executive Board Member  
(2004-Present)

Southern California Association of Governments (SCAG), Energy and Environment and Water Task Force Policy Committee  
Member (2005-2007)

Southern California Association of Governments (SCAG), Community Economic and Human Development Policy Committee  
Member (2013-Present)

League of California Cities, Member of Administrative Services Policy Committee  
(2005)

Business Technology Center (“BTC”) of the County of Los Angeles, Advisory Board Member  
(2000-2015)

Armenian Bar Association, Chairman of the Board of Governors  
(2006-2008)

Armenian National Committee of America, Policy Advisory Committee and Legal Counsel  
(1995-2005)

Little Company of Mary Hospitals, Service Task Force Member  
(2003-2005)

Daniel Freeman Hospitals Foundation, Chairman of the Board  
(2002)

### **PRIVATE SECTOR**

Public-Private Community Development LLC: Principal and Founder (2006-Present)

P3 Solutions Group, LLC: Founder (2010)

California P3 Infrastructure Group, LLC: Founder (2009)

Sulmeyer Kupetz, a PC: Shareholder/Principal, Lawyer (1995-2005)

Yacoubian & Zerunyan, a PC: Shareholder/Principal, Lawyer (1989-1995)

International Marketing Alliance, Inc.: Senior Vice President of Law and Finance (1985-1989)

### **INTERNATIONAL SPEAKING ENGAGEMENTS/PRESENTATIONS AND TEACHING**

“Governance, Ethics, Newgotiation and Leadership” (June 2017) American University in Armenia, Yerevan, Armenia

“How to Lead by Example and Integrity” (June 2017) Republic of Armenia Ministry of Defense Military University

“Creating public and private value through collaborative governance” (June 2017) Yerevan State University, Armenia

“Governance and Public Private Partnerships” (April 2017) IV Encontro Dos Municipios Com O Desenvolvimento Sustentavel, Brasilia, Brazil

“The Value of Collaboration in Governance, “Newgotiation” and Civic Leadership” (May 2017) Alphaville Urbanismo, Sao Paulo, Brazil

“Governance, Ethics, Newgotiation and Leadership” (June 2016) American University in Armenia, Yerevan, Armenia

“USC on the Rhine; Local Governance in the United States and Mayor’s Round Table” (May 2016) Speyer, Germany

“Creating public and private value through collaboration” (September 2015) Seminario Forum Global, Belo Horizonte, Brazil

“Governance of Local Communities. International Lessons Learned to apply in Bao’an District.” (August 2015)  
Bao’an District Public Academy, Shenzhen, China

“The Value of Collaboration in Governance, “Newgotiation” and Civic Leadership” (June 2015)  
American University in Armenia, Yerevan, Armenia

“Governance, Newgotiation and Leadership” (June 2015)  
Public Administration Academy of the Republic of Armenia, Yerevan, Armenia

“Collaborative Governance and Newgotiation” (June 2015)  
Ministry of the Diaspora for the Republic of Armenia, Yerevan, Armenia

“Leadership in Local Governance; Collaboration, Collective Impact and Role of Ethical Civic Leadership”  
United Nations Capacity Building Conference and Network of Institutes and Schools in Public Administration for Central and Eastern Europe Conference NISPA Cee (May 2015) Tbilisi, Georgia

“Leadership in Local Governance, Collaboration and Collective Impact, Role of Ethical Civic Leadership” (May 2015) City of Tshwane, South Africa

“Governance and Leadership” (October 2014)  
United Nations High Level Workshop, Yerevan, Armenia

“Civic Leadership” (June 2014)  
United Nations Public Service Forum, Seoul, Korea

“Governance and Leadership” (March 2014)  
United Nations High Level Workshop, Addis Ababa, Ethiopia

“Collaborative Governance and Civic Leadership” (June 2013)  
United Nations Public Service Forum, Manama, The Kingdom of Bahrain

“International Laboratory, Porto Maravilha Transportation” (May 2013)  
Fundação Getulio Vargas, Rio De Janeiro, Brazil

“International Laboratory, Porto Maravilha Public Private Partnerships” (May 2012)  
Fundação Getulio Vargas, Rio De Janeiro, Brazil

“Governance and Leadership” (December 2012)  
Labor Ministry of Saudi Arabia, Riyadh, Saudi Arabia

“International Laboratory, Legacy of Olympic Games” (May 2011)  
Fundação Getulio Vargas, Rio De Janeiro, Brazil

#### **NATIONAL SPEAKING ENGAGEMENTS/PRESENTATIONS**

Southern California Association of Governments  
Los Angeles, California (March 2017)

Southern California Association of Governments  
Los Angeles, California (October 2016)

League of California Cities  
Long Beach, California (October 2016)

National League of Cities University  
Madison, Wisconsin (September 2016)

Fordham Urban Law Journal Symposium, Fordham University School of Law  
New York, New York (April 2016)

United Nations Division of Public Administration and Development Committee of Experts on Public Administration  
New York, New York (May 2015)

Orange County League of Cities and University of California  
Irvine, California (2015)

National Association of Regional Councils  
Santa Monica, California (2014)

United Nations Division of Public Administration and Development Committee of Experts on Public Administration  
New York, New York (2014)

United Nations Division of Public Administration and Development and Department of Economic and Social Affairs  
New York, New York (2014)

Conference and Infrastructure West Finance Forum and National Council for Public Private Partnerships  
Redondo Beach, California

SANBAG Annual Conference  
Ontario, California

California Contract Cities Association  
Indian Wells, California

IMN's California Municipal Finance Conference  
San Francisco, California

Coalition for Adequate School Housing (CASH)  
Sacramento, California

California State Bar Conference  
San Diego, California

Lions Club, Rotary International, Kiwanis Club, Council of PTAs, PVP Chamber of Commerce  
Rolling Hills Estates, California

Armenian Professional Society  
Beverly Hills, California

California Contract Cities Association  
Indian Wells, California

California League of Cities  
San Diego, California

Armenian National Committee of America  
Washington, District of Columbia

County Counsel's Association of California  
Siskiyou Lake, California

Los Angeles County Bar Association  
Los Angeles, California

Armenian Bar Association Conference  
Santa Monica, California

National Organization of Telecommunication Officers and Advisors ("NATOA")  
Denver, Colorado

Armenian Bar Association Conference  
Philadelphia, Pennsylvania (2008)

Association of City Attorneys of Los Angeles  
Los Angeles, California (2007)

National Business Institute on Real Estate  
Los Angeles, California (2005)

#### **PUBLICATIONS-BOOK OR BOOK CHAPTER**

Newnegotiation For Public Leaders; The Art of Negotiation for a Better Outcome E-Book (Innovations in Negotiation; Amazon and iTunes) - January 2015

Chapter on Techno Innovations; the Role of Ethical Standards, Law and Regulation and the Public Interest (Book Chapter under editor review- Expected Publication late 2017)

## **PUBLICATIONS-ARTICLES**

The Evolution of the Municipal Corporation and the Innovations of Local Governance in California to Preserve Home Rule and Local Control (Fordham Urban Law Journal Vol XLIV April 2017)

“How Trump could shock a divided nation back to life as collaborator-in-chief” (The Conversation, November 2016)

“Analysis of Select Ethical Regulations in the Public Service System for the Republic of Armenia and Benchmarking the System to California’s Experience in the United States” Public Administration Scientific Journal for the Republic of Armenia - July 2016 and December 2016

“Building Public Spaces Two Leases at a Time”  
Public CEO – March 2016

“The Demise of California Redevelopment Law, and the Repackaging of Tax Increments for California Municipalities” Public CEO - March 2015

“From Contract Cities to Mass Collaborative Governance” American City and County-April 2014

“Public Private Partnerships — Coming to a Civic Building Near You” American City and County June 2010

“The Use of Public Private Partnership for Special Districts and All Levels of Governments” California Special Districts May-June 2010

“US House must uphold truth and justice with Armenian genocide resolution” JURIST University of Pittsburgh School of Law, November 2007

“Chapter 11, the End of the Book? The Bankruptcy Process Revealed,” NATOA Journal of Municipal Telecommunications Policy, Spring 2003.

“Landlords: Is the Security Deposit from Your Tenant Really Secure?” Business Credit, National Association of Credit Management, March 2003.

“Overview of California Corporate Dissolution Law” Inland Empire Business Journal, and The Los Angeles Daily Journal, April 2000.

"Divine Deals" Spotting, resolving and drafting commercial lease issues and provisions are not mundane tasks. Commercial landlords and tenants should always analyze and address their specific needs and diverse requirements. California Real Estate Journal, January 1999 and The Banking Law Journal, February 1999.

"U.S. Laws Take Priority Over U.C.C" Article 9 of the U.C.C. excludes 13 types of collateral, including IP and federal government debts. The National Law Journal, September 28, 1998 and The Banking Law Journal, January 1999.

"Lease Peace" Prior to assumption or rejection, the landlord is entitled to performance of all tenant obligations under an unexpired real property lease. California Real Estate Journal, May 1998. Real Property page of the Los Angeles Daily Journal and San Francisco Daily Journal on April 23, 1998

"No Call Waiting" Adopting a 24-hour turnaround time to answer all phone calls goes a long way toward making good attorney-client relations. California Law Business, A Supplement to the Los Angeles Daily Journal and San Francisco Daily Journal, November 24, 1997

## **MEDIA**

Press Room a Resource for Journalists at USC <https://pressroom.usc.edu/frank-v-zerunyan/>

From Tragedy, a Dedication to Education and Service <https://priceschool.usc.edu/from-tragedy-a-dedication-to-education-and-service/>

USC Professor Spotlights the Significance of Latinos to California’s Future <https://news.usc.edu/109309/usc-professor-spotlights-the-significance-of-latinos-to-californias-future/>

Zerunyan Offers Lessons in Governance, Leadership to Armenia’s Defense Ministry <https://priceschool.usc.edu/zerunyan-offers-lessons-in-governance-leadership-to-armenias-defense-ministry/>

Zerunyan Helps Shape Public Leadership from South Africa to Armenia <https://priceschool.usc.edu/zerunyan-helps-shape-public-leadership-from-south-africa-to-armenia/>

Incumbents, challengers seek 3 Rolling Hills Estates City Council seats <http://www.dailybreeze.com/government-and-politics/20151018/incumbents-challengers-seek-3-rolling-hills-estates-city-council-seats>

Prof. Zerunyan, Mazmanian Lead UN Sustainability Workshops in Armenia <http://asbarez.com/128320/profs-zerunyan-mazmanian-lead-un-sustainability-workshops-in-armenia/>

### **LAW & CONSULTING PROFESSIONAL EXPERIENCE AND FORMER LEGAL REPRESENTATION HIGHLIGHTS**

Oxnard Fire Station 8 (Public Private Partnership)

Long Beach Court House (Public Private Partnership)

Los Angeles County Department of Beaches and Harbors

Los Angeles County Department of Health, Department of Consumer Affairs and Los Angeles County Public Guardian

California Counties of Los Angeles, San Bernardino, Kern, Santa Barbara, San Luis Obispo, Tulare, Fresno, Santa Clara, Stanislaus, Tuolumne, Alameda, San Francisco, Siskiyou, Trinity, Sonoma (In re Pacific Gas and Electric)

California Cities of Palm Springs, Palm Desert, Moreno Valley, Hemet and Simi Valley  
(In re City of Desert Hot Springs)

Cities of Los Angeles, Beverly Hills and 14 other cities in Los Angeles County  
(In re Adelpia Corporation)

County of Stanislaus and City of Modesto  
(In re Covanta)

Los Angeles World Airports

Port of Los Angeles

General Electric Capital Corporation

Transamerica Occidental Life Insurance Company

Peninsula Shopping Center Mall, The Jewelers Mall of Los Angeles, Grand Central Market Mall

City National Bank, Cedars Bank and Tokai Bank

### **AWARDS AND HONORS**

Who's Who in America

Who's Who in American Law

The Legal Network, Top Lawyers in California

Los Angeles Magazine Southern California Super Lawyers

Martindale-Hubbell Peer Review Rating Distinguished Lawyer

The President's Commission on White House Fellowships Selection Panel

Special United States Congressional Recognition for Public Service

Special Recognition by the California League of Cities

Special Recognition El Matador Grande and Roy Reynolds Service Awards by the California Contract Cities

Special Recognition by the City of Los Angeles for Public Service

Special Recognition by the State Assembly for Public Service

Special Recognition by Los Angeles County Sheriff for Academic and Public Service

Special Recognition by the County Assessor for Academic Service

Special Recognition by the Los Angeles County Board of Supervisors for Serving as Mayor and Public Service

**BAR MEMBERSHIPS/LICENSES TO PRACTICE LAW**

State of California

United States Federal District Court (Southern and Northern Districts of California)

United States Court of International Trade

District of Columbia (currently inactive status)

United States Supreme Court

**FLUENT LANGUAGES**

English, French, Armenian and Turkish