

# **Frank V. Zerunyan, J.D. LL.D. (hc)**

**Professor of the Practice of Governance**

[USC Sol Price School of Public Policy](#)

**Director of Executive Education**

USC Price Bedrosian Center on Governance

**Director and University Liaison to USC Reserve Officer Training Corp (ROTC) Programs**

University of Southern California

[University of Southern California](#)

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[My USC Price Faculty Blog Page](#)



## **CAREER HIGHLIGHTS**

Professor, Author, Mayor, Council Member, Gubernatorial Appointee, Lawyer, Judge Pro Tem, Director, Board Member

## **EDUCATION**

**University of Southern California Law Center (USC Gould)**

Advanced Legal Education Certificate in Corporate Taxation 1988

**Western State University College of Law**

Doctor of Law (J.D.) 1985

**California State University Long Beach**

Bachelor of Arts, Humanities/Languages 1982

**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 Marshall USC Viterbi USC Price Interdisciplinary Center (DECIDE)**

Director of Executive Education (2017-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)

## **GLOBAL ACADEMIC SERVICE**

### **Universidad Anahuac Veracruz/Xalapa**

Board of Councilors of the Law School (2020-Present)

### **Rennes School of Business, Rennes and Paris, France**

Visiting Professor (2019-Present)

### **Yerevan State University, Armenia**

Public Policy Curriculum Committee (2018-Present)

### **American University in Armenia**

Visiting Professor Executive Education (2015-Present)

### **Public Administration Scientific Journal for the Republic of Armenia**

Editorial Council Member (2015-Present)

### **Yerevan State University, Armenia**

Visiting Professor (2017-Present)

### **Republic of Armenia Ministry of Defense Military University Lecturer/Academic Advisor**

(Hon. Rank: Colonel and Medal of Assistance to the Military Education of the Armed Forces of the RA) (2017-Present)

### **Fundação Getulio Vargas, Rio de Janeiro, Brazil**

Visiting Professor – Lecturer (2011-2015)

## **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

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

*Place, Institutions and Governance PLUS 652*

*Applied International Policy Analysis and Management: Masters Project PPD 569*

*International Laboratory PPD 613* USC Sol Price School of Public Policy

## **CURRENTLY TEACHING**

*Collaborative Governance PPD 672* USC Sol Price School of Public Policy

*City as a Place PLUS 671* USC Sol Price School of Public Policy

*Public Policy and Law PPD 314* USC Sol Price School of Public Policy

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

*“Leading Across Sectors – Collaborative Governance”* (November 2020) Rennes School of Business, France

*“Governance, the Law and Leadership”* (February 2020) Universidad Anahuac Xalapa, Mexico

*“Leading Across Sectors – Collaborative Governance”* (November 2019) Rennes School of Business, France

*“Creating public and private value through collaborative governance”* (June 2019) Yerevan State University, Armenia

*“Governance and Writing Workshop”* (June 2019) Public Administration (PA) Academy of the Republic of Armenia

*“Governance, Ethics, Newgotiation, and Leadership”* (June 2019) American University in Armenia, Yerevan, Armenia

*“Army Core Values and Leadership”* (June 2019) Republic of Armenia Vazgen Sargsyan Military University

*“Strategic Planning and Tactical Approaches”* (July 2018) Republic of Armenia Vazgen Sargsyan Military University

*“Creating public and private value; Newgotiation”* (June 2018) PA Academy of the Republic of Armenia

*“Governance, Ethics, Newgotiation, and Leadership”* (June 2018) American University in Armenia, Yerevan, Armenia

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

*“Leading by Example and Integrity”* (June 2017) RA Ministry of Defense and V. Sargsyan Military University

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

*“Public Private Partnerships”* (April 2017) IV Encontro Dos Municipios Com O Desenvolvimento Sustentavel, Brasilia, BR

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

*“Governance, Ethics, Newqotiation 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; Collaboration”* (September 2015) Seminario Forum Global, Belo Horizonte, Brazil  
*“Governance. International Lessons Learned to apply in Bao’an District.”* (August 2015) Shenzhen, China  
*“Collaboration in Governance, “Newqotiation” and Civic Leadership”* (June 2015) American University in Armenia  
*“Governance, Newqotiation and Leadership”* (June 2015) PA Academy of the Republic of Armenia, Yerevan, Armenia  
*“Collaborative Governance and Newqotiation”* (June 2015) Ministry of the Diaspora for the Republic of Armenia,  
*“Leadership in Governance; Collaboration, Role of Ethical Civic Leadership”* United Nations NISPA Cee (May 2015) Tbilisi, Georgia  
*“Leadership in Governance, Collaboration, 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, 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, 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 ON GOVERNANCE, LAW, ETHICS AND LEADERSHIP**

USC Price EXED on the Virtual Platform, Los Angeles, California (October 2020)  
 USC Price EXED on the Virtual Platform, Los Angeles, California (November 2020)  
 USC Price Talks on the Virtual Platform, Los Angeles, California (June 2020)  
 USC Price Talks on the Virtual Platform, Los Angeles, California (May 2020)  
 USC Price EXED Sustainability Summit, Palm Springs, California (February 2020)  
 Naval Service Training Command, Naval Air Station, Pensacola, Florida (2020)  
 The Neely Center for Ethical Leadership and Decisions Making, University of Southern California, Los Angeles, California (April 2019)  
 USC Annenberg, Public Diplomacy Conference, Los Angeles, California (November 2018)  
 The RAND Corporation, International Development Speaker Series, Santa Monica, California (September 2018)  
 California Contract Cities Association, San Diego, California (September 2018)  
 The Neely Center for Ethical Leadership and Decisions Making, University of Southern California, Los Angeles, California (March 2018)  
 The Los Angeles Police Academy, Los Angeles, California (October 2017)  
 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 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 Committee of Experts on Public Administration New York, New York (2014)  
 United Nations Division of Public Administration and Department of Economic and Social Affairs New York, New York (2014)  
 Conference on Infrastructure West Finance Forum and National Council for Public Private Partnerships, Redondo Beach, California (2013)  
 SANBAG Annual Conference, Ontario, California (2013)  
 IMN’s California Municipal Finance Conference, San Francisco, California  
 Coalition for Adequate School Housing (CASH), Sacramento, California  
 California State Bar Conference, San Diego, 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

## PUBLICATIONS-BOOK OR BOOK CHAPTERS

[Newgotiation For Public Administration Professionals](#) (Vandeplas Publishing 2019)

[Newgociação Para Profissionais Do Setor Público](#) (Alta Books, Portuguese Edition, Brazil)

[La néo-gociation 4-10-10 pour les professionnels de l'administration publique](#) (French Edition, France)

[Seni Bergosiasi. Newgotiation Indonesia](#) (Indonesian Edition, Indonesia)

Book Chapter ["Techno Innovations; the Role of Ethical Standards, Law and Regulation and the Public Interest"](#) (Cambridge Univ. P. 2019)

Book Chapter ["Public Infrastructures Through Well Designed Public Private Partnerships"](#) (Springer International 2019)

Book Chapter ["State Public Private Partnership Laws; Why are they needed?"](#) - Springer International. Expected Publication Fall 2021.

## PUBLICATIONS-ARTICLES

["Celebrating International Women's Day; Story of Survival and Resilience"](#) (USC Price Faculty Blog Post March 2021)

["Open letter: President Joseph R. Biden, Jr."](#) (USC Price Faculty Blog January 2021)

["Tolerate or not to tolerate, that is the question"](#) (USC Price Faculty Blog January 2021)

["Never Again! A call to complete and effective action"](#) (USC Price Faculty Blog January 2021)

["Time to Govern and Strategize for a better Armenia and Artsakh"](#) (USC Price Faculty Blog December 2020)

["The Perfect Storm Devoured Artsakh"](#) (USC Price Faculty Blog November 2020)

["A solemn week as we bury our heroes and remember"](#) (USC Price Faculty Blog November 2020)

["Time to reflect of Artsakh and Fight on!"](#) (USC Price Faculty Blog November 2020)

["Lasting peace in the Caucasus can only be achieved with a collaborative frame"](#) (USC Price Faculty Blog November 2020)

["The re-birth of a failed ideology is threatening the peace in the Caucasus"](#) (USC Price Faculty Blog November 2020)

["Don't want federal agents in your city or town? Then protect federal property"](#) (The Conversation August 2020)

["Coronavirus: Telemedicine is great when you want to stay distant from your doctor, but older laws..."](#) (The Conversation 2020)

["Are Hong Kong's Protests an Internal Chinese Affair?"](#) (The Globe Post August 2019)

["The Monuments of My Ancestors"](#) (Public Diplomacy Magazine April 2019)

["Americans Still Divided Over What Florida Shooting Signifies"](#) (The Globe Post March 2018)

["Dreamers need a law, not an executive order"](#) (San Francisco Daily Journal October 2017)

["Dreamers Deserve our Attention and Respect"](#) (The Globe Post August 2017)

["The Evolution of the Municipal Corporation and the Innovations of Local Governance..."](#) (Fordham Urban Law Journal April 2017)

["No President has offended the robe of an Article III judge like this."](#) (San Francisco Daily Journal February 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..."](#) (PA Scientific Journal July 2016)

["Analysis of Select Ethical Regulations in the Public Service System for the Republic of Armenia..."](#) (Part 2 - 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..."](#) (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 June 2010)

["US House must uphold truth and justice with Armenian genocide resolution"](#) JURIST Pittsburgh School of Law (November 2007)

["Chapter 11, the End of the Book? The Bankruptcy Process Revealed,"](#) NATOA Journal of Municipal Telecom Policy (Spring 2003)

["Landlords: Is the Security Deposit from Your Tenant Really Secure?"](#) Business Credit, National Ass. of Credit Man. (March 2003)

["Overview of California Corporate Dissolution Law"](#) Inland Empire Business Journal, and The Los Angeles Daily Journal (April 2000)

["Divine Deals"](#) California Real Estate Journal (January 1999)

["Commonly Negotiated Commercial Lease Provisions"](#) The Banking Law Journal (February 1999)

["U.S. Laws Take Priority Over U.C.C" Article 9 of the U.C.C."](#) The National Law Journal (September 1998)

["U.S. Laws Take Priority Over U.C.C" Article 9 of the U.C.C..."](#) The Banking Law Journal (January 1999)

["Lease Peace..."](#) California Real Estate Journal (May 1998)

["Lease Peace"](#) Los Angeles Daily Journal and San Francisco Daily Journal (April 1998)

["No Call Waiting"](#) California Law Business and San Francisco Daily Journal (November 1997)

## **MEDIA**

[Press Room a Resource for Journalists at USC](#) (University of Southern California)

[Can Relations between L.A. sheriff and critics ever recover](#) (LA Times)

[Here are the certified results for Palos Verdes Peninsula city council and school board races](#) (PV Peninsula News)

[Can L.A. County Supervisors remove Sheriff Villanueva? Experts say options are limited](#) (LA Times)

[Interview with “Newgotiation” Co-author Frank V. Zerunyan](#) (Civic Business Journal)

[California Wildfires and Private Fire Fighters](#) (CGTN News)

[First annual City managers’ Summit aims to help practitioners more effectively implement policy](#) (USC Price News)

California faces tough fight against Trump immigration decision (Daily Journal November 2, 2017 – Subscription only)

[Professor establishes Armenian Scholar Program in Price School](#) (The Daily Trojan)

[California Supreme Court Allows Special Taxes with Fewer Votes](#) (CAPRADIO News)

[From Tragedy, a Dedication to Education and Service](#) (USC Price News)

[USC Professor Spotlights the Significance of Latinos to California’s Future](#) (USC News)

[Zerunyan Offers Lessons in Governance, Leadership to Armenia’s Defense Ministry](#) (USC Price News)

[Zerunyan Helps Shape Public Leadership from South Africa to Armenia](#) (USC Price News)

[Incumbents, challengers seek 3 Rolling Hills Estates City Council seats](#) (The Daily Breeze)

[Profs. Zerunyan, Mazmanian Lead UN Sustainability Workshops in Armenia](#) (Asbarez News)

[Zerunyan’s family history feeds passion for public service](#) (PV Peninsula News)

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

**City of Rolling Hills Estates**, three term Mayor (Mayor 2007-2008, 2012-2013 and 2016-2017)

**City of Rolling Hills Estates**, Council Member (Elected in 2003 and re-elected 2007, 2011, 2015 and 2020)

**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) (2020-2021)

**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- 2017 and 2021-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- 2018)

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

**California Contract Cities Association**, Past President and Executive Board Member (2009-Present)

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

**Southern California Association of Governments (SCAG)**, Community Economic and Human Development Comm.(2013-Present)

**South Bay Council of Governments (SBCOG)**, Board Member (2003-Present)

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

**National League of Cities**, University Board Member (2016-Present)  
**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)  
**Superior Court of California**, Judge Pro Tempore (1998-2005)  
**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 EXPERIENCE**

**Public-Private Community Development LLC**: Principal and Founder (2006-Present)  
**P3 Solutions Group, LLC**: Principal (2010)  
**California P3 Infrastructure Group, LLC**: Principal (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)

**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,  
Los Angeles County Department of Consumer Affairs  
Los Angeles County Public Guardian  
State of 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 Adelphia Corporation)  
County of Stanislaus and City of Modesto (In re Covanta Energy)  
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  
Tokai Bank



**BAR MEMBERSHIPS/LICENSES TO PRACTICE LAW**

**Supreme Court of the State of California**  
**United States Federal District Court** (Central and Northern Districts of California)  
**United States Court of International Trade**  
**District of Columbia Court of Appeals** (currently inactive status)  
**Supreme Court of the United States**

## AWARDS AND HONORS

**LL.D. Doctor of Laws – Honoris Causa** – The Public Administration Academy of the Republic of Armenia

**Medal of Assistance** to the Military Education of the Armed Forces of the Republic of Armenia

**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

**United States Congress** Special Recognition for Public Service

**California State Senate** Special Recognition for Public Service

**California State Assembly** Special Recognition for Public Service

**California League of Cities** Special Recognition for Public Service

**California Contract Cities Association** Special Recognition “El Matador Grande” and “Roy Reynolds” Service Awards

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

**Los Angeles County Assessor** Special Recognition for Academic Service to County Elected Officials

**Los Angeles County Board of Supervisors** for Service as Mayor and Public Service

**City of Los Angeles** Special Recognition for Public Service

## FLUENT LANGUAGES

English, French, Armenian and Turkish