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

Professor of the Practice of Governance
USC Sol Price School of Public Policy
Founding Director, USC Price Center on National Defense and Public Safety
Director of Executive Education
Director and University Liaison to USC Reserve Officer Training Corps (ROTC) and Nautical Science Programs
University of Southern California

University of Southern California
650 Childs Way
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My USC Price Blog Page

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CAREER HIGHLIGHTS

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

EDUCATION

California League of Cities Civic Leadership Institute
Advanced Leadership Certificate 2006
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
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)
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

Association of Navy ROTC Colleges and Universities
President (2024-Present)
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 and PPD 599 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: Master's Project PPD 569
International Laboratory PPD 613 and PPD 599 USC Sol Price School of Public Policy

CURRENTLY TEACHING

Collaborative Governance PPD 672 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

"International Laboratory, Legacy of Winter Olympic Games- Milan-Cortina" (May 2014) Bocconi University, Italy
"Professional and Ethical Leadership" (April 2022) Universidad Anahuac Xalapa, Mexico
"Local Resilience in Sustainability" (October 2021) UN DESA, Astana Civil Service and Academy of Public Admin. Nursultan, Kazakhstan
"Innovations Driving Local Resilience" (July 2021) UN DESA and IASIA, Bela-Bela, South Africa
"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

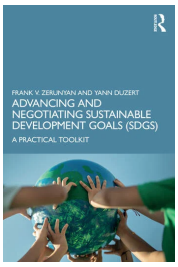
"Governance, Ethics, Newgotiation and Leadership" (June 2017) American University in Armenia, Yerevan, Armenia
"Leading by Example and Integrity" (June 2017) RA Ministry of Defense and V. Sargsyan Military University
"Creating public and private value through collaborative governance" (June 2017) Yerevan 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, 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; 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, "Newgotiation" and Civic Leadership" (June 2015) American University in Armenia
"Governance, Newgotiation and Leadership" (June 2015) PA Academy of the Republic of Armenia, Yerevan, Armenia
"Collaborative Governance and Newgotiation" (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

United Nations, Book presentation on SDGs and public management lessons, Los Angeles fires (April 2025)
California Joint Powers Insurance Authority, Strategies to Promote Collaboration between council/manager (October 2024)
United Nations, Building public sector capabilities for the future. SDG high-impact expert initiative (September 2023)
California League of Cities, How to solve big city problems in small towns (September 2023)
USC Price and BizFed Institute, Anti-Poverty and Homelessness (April 2022).
USC Price and California Special District Association, Emergency Management (February 2022)
World Affairs Council, Conversation with General McChrystal on "Risk," Los Angeles, California (October 2021)
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 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-BOOKS OR BOOK CHAPTERS



Advancing and Negotiating Sustainable Development Goals (SDGs); A Practical Tool Kit (Rutledge, 2024)
Newgotiation For Public Administration Professionals (Vandeplas Publishing)
Newgociação Para Profissionais Do Setor Público (Alta Books, Portuguese Edition, Brazil)
La néo-gociation 4-10-10 pour les professionnels de l'administration publique (Vandeplas Publishing. French Edition)
Seni Bergosiasi. Newgotiation Indonesia (Kompas Penerbit Buku. Indonesian)
Newgotiation Para Profissionais de Saude (Alta Books, Brazil)

Zerunyan, F. (2019). Techno Innovations: The Role of Ethical Standards, Law and Regulation, and the Public Interest. In A. Abbas (Ed.), Next-Generation Ethics: Engineering a Better Society (pp. 328-342). Cambridge: Cambridge University Press. doi:10.1017/
Zerunyan, F.V. (2019). Well-Designed Public-Private Partnerships. In: Clark, R.M., Hakim, S. (eds) Public Private Partnerships. Competitive Government: Public Private Partnerships. Springer, Cham.
Zerunyan, F.V. (2022). State Public-Private Partnership Laws: Why Are They Needed? In: Hakim, S., Clark, R.M., Blackstone, E.A. (eds) Handbook on Public-Private Partnerships in Transportation, Vol II. Competitive Government: Public Private Partnerships. S
Zerunyan, F.V. (2023). Public-Private Security Partnerships. Can They Meet the Growing Challenges of Law Enforcement? In: Clark, R.M., Hakim, S. (eds) Public Private Partnerships. Handbook on Public and Private Security. Springer, Cham.

PUBLICATIONS-ARTICLES

"City officials have a duty to stop the erosion of public trust." Public CEO (May 2026)
"The concern over enforcing the Federal Cleary Act without the U.S. Department of Education" Government Exec. (April 2025)
"DOGE's attempt to be a force for genuine reform will depend on its decision making" Government Executive (March 2025)
"Balancing the military might in the Caucuses is vital to peace" Apolitical.co (September 2024)
"SDGs are in danger of failing worldwide" Apolitical.co (September 2023)
"Isn't Artsakh entitled to the same right to self-determination as America, France, Kosovo?" (USC Price Blog July 2023)
"Man's inhumanity to man under cover of war." (USC Price Blog Post April 2023)
"Is the world awaiting a Hitlerian Calamity to act?" (USC Price Blog Post September 2022)
"The human tragedy in Ukraine is sadly not unique" (USC Price Blog Post March 2022)
"Local officials defending local land use control have nothing to be ashamed of" (Daily Breeze Op-Ed January 2022)
"The Value of Local Public Service (Western City, League of California Cities February 2022)
"Old Glory." (USC Price Blog Post November 2021)
"Why you need a strong disaster management plan in governance." Apolitical.co (October 2021)
"My conversations with General McChrystal." (USC Price Blog Post October 2021)
"Never waste a new leadership lesson; the authentic rewards of Rappelling." (USC Price Blog Post June 2021)
"President Biden, thank you! Remarkable lesson in leadership." (USC Price Blog Post April 2021)
"The Ignored but never forgotten Armenian Genocide" (USC Price Blog Post March 2021)

"Celebrating International Women's Day; Story of Survival and Resilience" (USC Price Blog Post March 2021)
"Open letter: President Joseph R. Biden, Jr." (USC Price Blog January 2021)
"Tolerate or not to tolerate, that is the question" (USC Price Blog January 2021)
"Never Again! A call to complete and effective action" (USC Price Blog January 2021)
"Time to Govern and Strategize for a Better Armenia and Artsakh" (USC Price Blog December 2020)
"The Perfect Storm Devoured Artsakh" (USC Price Blog November 2020)
"A solemn week as we bury our heroes and remember" (USC Price Blog November 2020)
"Time to reflect on Artsakh and Fight on!" (USC Price Blog November 2020)
"Lasting peace in the Caucasus can only be achieved with a collaborative frame" (USC Price Blog November 2020)
"The re-birth of a failed ideology is threatening the peace in the Caucasus" (USC Price 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 J. 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 J. 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 J. (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

Companies Collab with Public Sector (LA Business Journal, April 2025)
Months into his Assembly term, DeMaio is still raking in cash. (San Diego Tribune, April 2025)
Experts stress the importance of Los Angeles local elections (Annenberg Media, 2024)
A Monumental task, Local memorial is universal (Peninsula Magazine, February 2023)
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 Firefighters (CGTN News)
First annual City Managers' Summit aims to help practitioners more effectively implement policy (USC Price News)
California faces a tough fight against Trump's 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 and 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 a passion for public service (PV Peninsula News)

GOVERNMENT-PUBLIC AND NOT FOR PROFIT (NGO) SERVICE

City of Rolling Hills Estates, four-term Mayor (Mayor 2007-2008, 2012-2013, 2016-2017, and 2020-2021)
City of Rolling Hills Estates, Council Member (Elected in 2003 and re-elected in 2007, 2011, 2015, 2020, and 2024)
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)
City of Rolling Hills Estates, Pepper Tree Foundation (2003-Present)
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 and Chair (2007-2009, 2012-2014, 2017-2018, 2021-2022)
California Contract Cities Association, Elected 52nd President (2008), Past President and Executive Board Member (2009-2024)
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 Health, Beaches and Harbors and Consumer Affairs
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 and 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

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 (2005-Present)
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