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BRAD M. ROSENHEIM

Brad Rosenheim is President/CEO of the consulting firm of *Rosenheim & Associates, Inc. (R&A)*. R&A is Los Angeles' premier firm specializing in land-use entitlements and planning, project team management, permit processing and clearances, government and community affairs associated with the land-use entitlement process, strategic planning, consulting and analysis for public- and private-sector clients.

Before he began his own firm, Rosenheim served six years as senior associate in the public policy consulting firm of Emerson & Associates and one year as senior public affairs specialist for C.W. Cook Co., Inc., a land-use planning and public affairs firm in West Los Angeles.

Prior to entering the private sector, Rosenheim served a year as aide, then seven years as deputy, to Los Angeles City Councilman Marvin Braude. As a deputy, he was responsible for the management of the San Fernando Valley portion of Council District 11, serving more than 100,000 constituents. Rosenheim advised the Councilman on all local and regional transportation policy matters, assisted in developing land-use planning policies, strategies and positions and led community outreach and city agency liaison efforts.

Rosenheim's broad range of public and private experience provides him a unique perspective and approach in addressing complex issues. His effectiveness is derived from a strong commitment to the needs of his clients and an ability to see their issues from the viewpoint of the agencies from which solutions must often be sought. This skill allows Brad to develop arguments that can be supported by the respective agency and thus frame a win/win solution.

Rosenheim was named one of the San Fernando Valley's 25 most influential business leaders by the *San Fernando Valley Business Journal* in 2001, and was recognized by the Woodland Hills-Tarzana Chamber of Commerce for his outstanding commitment to community service as the recipient of the 2008 Joseph Staller Award. In 2010, Rosenheim was honored to receive the Clyde Porter Humanitarian Award, presented by the Valley Cultural Center, recognizing his commitment to philanthropy and volunteerism. The Valley Industry and Commerce Association (VICA) bestowed Rosenheim with its annual Harmon Ballin Award for community service in 2013.

A graduate of California State University, Northridge, with a Bachelor of Arts degree in political science, Rosenheim also attended the University of Arizona and the University of Southern California. In 1985, he was the first candidate to graduate from USC with a master's degree in public administration, a special certification in city management and a focus on public-policy development and implementation.

As part of his ongoing commitment to the local community, Rosenheim founded The West Valley Boys & Girls Club in 1992, and participated as chairman of the governing board of the Warner Center Children's Corner, which he helped to create in June 1993. In addition to leading the team at *Rosenheim & Associates, Inc.*, he remains actively involved with many professional and philanthropic organizations. His past contributions include serving as Co-Chair of the Land Use Committee of the Valley Industry and Commerce Association (VICA), Chairman of the Los Angeles County

Metropolitan Transit Authority - San Fernando Valley Sector, Chairman of the Board of Trustees of West Hills Hospital and Medical Center, Chairman of the Board and founding President of the West Valley Boys & Girls Club, President of the Fernando Award Foundation, Inc., member of the Agoura Hills General Plan Advisory Committee, and member of the Pierce College Presidential Search Committee.

Rosenheim remains an active member of several other boards and committees, including serving as: Board Vice-Chair and Executive Committee member of the Valley Industry and Commerce Association (VICA); Vice-Chairman of the Board of Managers of the University of West Los Angeles; member of the California State University Northridge (CSUN); Dean's Ambassadors for the College of Social and Behavioral Sciences; Community Advisory Board member of the CSUN Center for Southern California Studies; member of the Pierce College, Citizen's Bond Oversight Committee; member of the Valley Cultural Center's Advisory Council, member of the Los Angeles Jewish Home for the Aging's support and leadership group, The Executives; member of the Calabasas-Agoura Hills Community Center Joint Powers Authority; Chairman of the City of Agoura Hills Business Task Force; member of the Economic Alliance of the San Fernando Valley; and a Board member of ValPac, a San Fernando Valley Business Political Action Committee.

Brad and his wife, Devon, also a veteran of Los Angeles City Hall, live with their daughter, Whitney, and son, Ryan, in the Los Angeles area.