

## Profile - Ken Sterling, Esq.



Ken Sterling began his real estate career in 1986 and has been a licensed real estate broker since 2002. His legal career began in as a paralegal and law clerk. Ken has served as an attorney, litigation manager, mediator, and principal in major transactions and copious litigation. Ken worked with the Federal EEOC Enforcement Team, and the Los Angeles Superior Courts, Center for Conflict Resolution as a mediator on civil and family law matters. Ken's mediation practice focuses on family law, real estate law, business law and employment law. Ken co-founded a global manufacturing company, a technology company and a community bank. Ken served as Litigation Manager at a privately held real estate firm with \$300 million AUM. He is active in real estate as an investor and broker. Through these decades of real estate and legal experience, Ken has developed a keen understanding of the various parties and matters in real estate transactions, along with the challenges and litigation that ensue. Ken's deep experience and interest in Communication and Psychology bring a unique perspective in his approach to mediating real estate cases. He also teaches Business Ethics and Law at the University of California and is a researcher at the University of Southern California.

An adjunct professor at the University of Southern California and University of California, Sterling teaches ethics, law and business. His experiences as a working mediator and academic prompted him to write the upcoming book on negotiation and dealmaking, "*What's the Deal?!?*".

### EDUCATION

- Undergraduate: B.A. in Communication and Applied Psychology from UC Santa Barbara
- Law School: LLM from USC Gould School of Law. Mediation Certificate: USC Gould School of Law
- Business School: MBA from Babson College
- PhD in Education Leadership from UC Santa Barbara
- MA in Communication from USC Annenberg

### AFFILIATIONS

- California State Bar # 343867
- MC3 Certified Mediator Member
- Southern California Mediation Association
- Los Angeles Bar Association Mediator
- Affiliate, American Arbitration Association
- C.A.R. Mediation Panel

### STATEMENT

Conflict is challenging and brings many aspects of impact to all involved. I have been involved in numerous cases as a principal, plaintiff, defendant, witness, attorney and mediator. Even though conflict is unavoidable and uncertain, it is not unmanageable. The best outcomes arising out of conflict that I have been involved in, have been resolved by mediation - and this is why I am a proponent of mediation. Mediation allows the parties to find a resolution they participate in, and not leave it up to the judge or jury. Litigation is a zero sum game, with one clear winner and loser. In mediation, you have a say in the outcome. My approach is to understand the parties, their interests and needs and then apply real world experience in real estate and law to develop a collaborative and harmonious approach to resolution for the highest good of all concerned.