

DAVID FRIEDLAND, Ph.D.



David Friedland has over twenty years of experience in the human resources field, working with both private and public sector employers. He specializes in developing and implementing human resources assessment procedures for use in recruitment, hiring, promotion and development of employees and evaluating the effectiveness of human resource programs. Dr. Friedland has served as a litigation consultant in more than forty cases, including several landmark employment discrimination cases involving both private sector companies and government agencies.

Dr. Friedland is a recognized expert in job analysis, development and validation of employee selection and promotion procedures, and equal employment opportunity issues. Due to his recognized expertise, he often assists labor attorneys and corporate counsel as an expert in employment discrimination litigation and government compliance reviews. He has also assisted federal and state compliance agencies in review of employee selection procedures for compliance with EEO laws. Because of his knowledge and expertise in research methods and statistics, Dr. Friedland serves as an expert in wage and hour disputes involving alleged overtime, mealtime and rest break violations.

His consulting activities have included a wide spectrum of in both the private and public sectors. Clients have included aerospace, manufacturing, banking, insurance, medical services, retail, utilities, food services and government employers. Litigation consulting clients have included labor law firms, corporate counsel, government compliance agencies and public interest law firms.

Dr. Friedland's services to clients have included consulting activities in the following areas: job analysis; development and validation of employee hiring and promotion procedures; wage and hour and pay discrimination issues; sexual and Work-Place Harassment and employee surveys.

Prior to establishing his consulting practice, Dr. Friedland served for eight years as manager of personnel research for the City of Los Angeles. He earned his B.A. and M.A. degrees in psychology from California State University, Long Beach, and earned his Ph.D. in psychological measurement and evaluation from the University of Southern California. He is a licensed Psychologist in the State of California, has published numerous professional articles and is actively involved in several professional groups.

CURRICULUM VITA OF DAVID FRIEDLAND, Ph.D.

AREAS OF PROFESSIONAL EXPERTISE:

Development and Validation of Job-Related Employee Selection Procedures:

Designs, manages and conducts projects to develop job-related employee selection and promotion procedures. These projects involve both private and public sector organizations. Selection procedures developed include:

- Aptitude tests
- Job knowledge tests
- Interviews
- Job simulation and task replication tests
- Assessment centers
- Psychological assessment procedures
- Self-report measures

Job Analysis:

- Author of a job analysis manual for use by personnel examiners in the development and validation of personnel selection procedures
- Develops, manages, and implements job analysis programs in both private industry and government to satisfy the following applications:
 - Training design
 - Performance appraisal development
 - Test validation
 - Identification of "Essential Job Functions" for ADA compliance.

Performance Management Systems:

- Designs and manages development and implementation of performance management systems.
- Designs and implements job performance rating procedures used to make layoff and compensation decisions.

Statistical Analysis

- Conducts statistical analyses involved in evaluating employment test validity and job analysis results.
- Conducts statistical analyses to investigate allegations of employment discrimination, pay disparities, and other issues involving statistical disparities.

Organizational Research to Identify Ways to Reduce Costs and to Increase Productivity:

- Improves productivity and work quality of manufacturing employees through changes in work methods, instructions, training, and methods of supervision.
- Identifies causes, evaluates monetary cost, and formulates action plans to attack costly human resource problems such as absenteeism, turnover, and low morale. Examples include:
 - Determined the extent, causes and cost of absenteeism in a metropolitan transit district and recommended action plans to reduce the problem
 - Assessed functional literacy among employees of a major aerospace company and recommended specific action plans to address the problem
- Aids organizations in improving individual and organizational performance through interventions including executive coaching, team building, conflict resolution and other forms of organizational problem solving.

Training:

- Conducts training workshops on a variety of subjects related to human resource management, including:
 - Job analysis
 - Selection procedure development
 - Performance appraisal
 - Equal employment opportunity requirements

EEO Compliance and Litigation Support Services:

Supervises and conducts work in response to Federal and State compliance reviews concerning employment issues

Has provided consulting and litigation support services to both defense and plaintiff counsel in more than forty cases involving employment issues, including:

- discrimination in hiring and promotions,
- discrimination in layoff and termination,
- employment statistics,
- disparate impact, disparate treatment,
- personnel policies and practices,
- Analysis of data involving alleged labor law violations in wage and hour disputes
- discrimination in working conditions and conditions of employment, including workplace harassment

The following is a list of recent cases in which he has served as an expert:

- Connor v. Harris County (class action, adverse impact and validity, plaintiff)
- Starks and Fields v. MPRS (class action, adverse impact, validity, plaintiff)
- Weil v. Los Angeles County Board of Education (individual, wrongful termination, personnel policies, plaintiff)
- U.S. v. City of City of Torrance (pattern or practice, job analysis, test validation, defense)
- Johnson v. Aspin (individual, promotions, defense)
- Damianakes v. City of Los Angeles (class action, performance test validity, promotion, defense)
- Boags v. County of Los Angeles (individual, race discrimination, promotion, defense)
- Ergometrics and Applied Personnel Research, Inc., v. Seattle Post-Intelligencer, et. al. (copyright infringement, plaintiff)
- Walls v. County of Los Angeles (individual, promotion, defense)
- Hubbard v. Metropolitan Transportation Agency (class action, statistics, test validity, defense)
- Bundy v. Ralphs (class action, plaintiff)
- Fierlit, et al v. Bridgeport (class action, hiring, plaintiff)
- Edwards v. City of Houston (class action, promotion, plaintiff)
- Mostahkami v. City of Arcadia (defense)
- McMenemy v. City of Rochester (individual, promotion, defense)
- Mems v. City of St. Paul Department of Fire and Public Safety (class action, validity, plaintiff)
- Carroll v. Interstate Brands Corp.(class action, race discrimination, personnel policies, defense)
- McCloskey, et al v. City of Inglewood (defense)
- Williams v. City of Los Angeles (individual, race discrimination, personnel policies, defense)
- Griffith v. Los Angeles County Office of Education (individual, personnel policies, wrongful termination, plaintiff)
- Stallworth and Kemp v. County of Alameda (class action, adverse impact, promotions, validity, defense)
- Bautista v. Restaurant Associates (class action, hiring procedures, defense)
- Fortner v. Pacific Bell (individual, wrongful termination, sex discrimination, personnel policies, plaintiff)
- Briggs v. Boeing Co. (individual, wrongful termination, layoff policies, plaintiff)

- Walkinshaw v. Tucson (individual, job analysis, compensation practices, defense)
- Nelson v. San Francisco (individual, promotion, defense)
- Ambers v. Village Family Services (individual, wrongful termination, defense)

LICENSURE:

Licensed Psychologist: California License No. PSY6249

POSITIONS HELD:

- President, Friedland & Associates, 1980 to Present
- Director of Personnel Selection Research, City of Los Angeles Personnel Department
- Instructor of Psychological Testing, California School of Professional Psychology
- Evening Class Instructor of Psychology, East Los Angeles College
- Personnel Research Analyst, County of Los Angeles Personnel Department

EDUCATION:

- Ph.D. Educational Psychology, University of Southern California, Major field: Measurement and Evaluation - Second Field: Counseling
- M.A. Psychology, California State University, Long Beach, Major field: Industrial Psychology, Social Psychology
- B.A. Psychology, California State University, Long Beach

ORGANIZATIONS:

- American College of Forensic Examiners
- American Psychological Association
- APA Division of Evaluation, Measurement, and Statistics
- California Psychological Association
- International Personnel Management Association
- International Personnel Management Association Assessment Council
- Personnel Testing Council of Southern California
- Society for Human Resource Management
- Society for Industrial and Organizational Psychology
- Society of Consulting Psychology

HONORS:

Listed in:

- Who's Who in America 2001-2005

OFFICES AND COMMITTEES:

- Member, Board of Directors, Division III, California Psychological Association, 1997 to 2002

- Chair, Division III, Industrial/Organizational Psychology, California Psychological Association, 1997, 1999, and 2000
- Member, Board of Directors, Personnel Testing Council/Southern California, 1985 - 1992, 1997-2000
- Executive Director, Board of Directors, Personnel Testing Council/Southern California, 1986 and 1995
- President, Personnel Testing Council/Southern California, 1984 and 1994
- Chair of Conferences, Personnel Testing Council/Southern California, 1993
- Member, Board of Directors, Los Angeles County Psychological Association, 1985
- Chair, Industrial Psychology, Los Angeles County Psychological Association, 1985
- Member, Board of Directors, International Personnel Management Association Assessment Council, 1980-1982
- Member, International Personnel Management Association Committee on Proposed Federal Guidelines, 1974 - 1978
- Member, DFEH Technical Advisory Committee on Testing (TACT) of the California Fair Employment and Housing Commission
- Member, Compliance Review Subcommittee of DFEH Technical Advisory Committee on Testing
- Member, Guidelines Subcommittee of DFEH Technical Advisory Committee on Testing

SELECTED LIST OF RECENT PRESENTATIONS: (Additional presentations available upon request)

- The Role of the Witness in Employment Discrimination Litigation. Personnel Testing Council of Northern California, Annual Conference, March 19, 2004
- Reducing Employment Discrimination Litigation Risk for Employee Selection Procedures. Personnel Testing Council/Southern California, March 24, 2004
- Panel Discussion on Test Scoring. Personnel Testing Council of Southern California, June 25, 2003
- Beyond the Uniform Guidelines. Presented at the 2000 National Conference of the American Society for Public Administration, San Diego, California, April 2, 2000
- Current Trends in Innovative Personnel Selection Procedures. Presented at the meeting of the California School Personnel Commissioners, January 14, 1999
- Professional and Legal Guides for Testing and Selection. Workshop presented at the Personnel Testing Council of Southern California, September, 1998
- Application of Psychological Principles in The Workplace. 51st Annual Conference of the California Psychological Association, March 27, 1998

- Application of Psychological Principles in Organizations. Annual Conference of the Los Angeles County Psychological Association, October 18, 1997
- Professional and Legal Guides for Testing and Selection. Workshop presented at the annual meeting of the International Personnel Management Association Assessment Council, June, 1997

SELECTED BIBLIOGRAPHY: (Additional articles available upon request)

- Friedland, D. (May, 2004) Reducing Employment Discrimination Litigation Risk for Law Enforcement Hiring and Promotion Procedures. Illinois Law Enforcement Executive Forum, Vol. 4, No. 3, pp 73-87
- Friedland, D. Opportunities Abound in IO Psychology. (1996) The California Psychologist, Vol. XXIX, No. 7.
- Friedland, D., Friedland, L. Workplace Harassment: What Mental Health Practitioners Need to Know. Innovations in Clinical Practice: A Source Book (Vol. 13), 1995
- Friedland, D., King, R. B. Preparing for the Americans With Disabilities Act, NARPPS Journal and News, 6 (5). Athens, GA: National Association of Rehabilitation Professionals in the Private Sector, 1991.
- Friedland, D. Making the Most of Experts. Verdict, 1990.
- Friedland, D. New Civil Rights Act: Not Civil too Employers. Human Resource Executive, September, 1990.
- Friedland, D., & Michael, W.B. The Reliability of a Promotional Job Knowledge Examination Scored by Number of Items Right and by Four Confidence Weighting Procedures and its Corresponding Concurrent Validity Estimates Relative to Performance Criterion Ratings. Educational and Psychological Measurement, 1987, 47, pp. 179-188.
- Friedland, D. Industrial Psychology and Productivity. A three part article in the Century City News, August and September, 1986.
- Friedland, D., Nicoloff, R. and Schuler, T. Manual for Examiners. Intergovernmental Personnel Act Grant Project, City of Los Angeles, 1975 (revised, 1981).
- Friedland, D., Carlson, E.R. Factorial Study of Moral Value Judgments. Proceedings of the 81st Annual Convention of the American Psychological Association, Montreal, Canada, 1973, Vol. 8, 317-318.