

William Fraass

ADVISOR



Full Professional Biography

William "Bill" Fraass is a law enforcement executive, leadership educator, author, and consultant with 27 years of public-safety leadership experience. Rising through the ranks of the Sausalito Police Department, he served most recently as Acting Chief of Police in 2022 before retiring.

Throughout his career, Mr. Fraass led across operational, administrative, emergency-management, and community-engagement functions. His assignments included Marine Patrol Unit Supervisor, Emergency Services Manager, Chair of the City's Disaster Preparedness Committee, Public Information Officer, and member of the Golden Gate Bridge Security Coalition. He also directed departmental outreach and educational initiatives, integrating experience in patrol operations, investigations, emergency preparedness, public communications, and organizational leadership.

His service has been recognized with the U.S. Coast Guard Meritorious Public Service Award, the Sausalito Police Department's Blue Star and Life Saving Medals, and the Marin County Police Officers' Association Award for Heroic Action, among numerous additional commendations. Mr. Fraass is a graduate of the 269th Session of the FBI National Academy and holds a master's degree in criminal justice with concentrations in law enforcement management and terrorism/homeland security; a bachelor's degree in occupational studies with a focus in emergency services; associate degrees in administration; and a graduate certificate in criminal justice education.

A respected leadership educator, Mr. Fraass is the author of *Leadership in Law Enforcement: 10 Key Traits and What Law Enforcement Agencies Can Do to Develop These in Future Leaders*. His writing on leadership, law-enforcement history, and mentorship has appeared through the Police Executive Research Forum, Police1, and American Peace Officer.

Mr. Fraass has designed and delivered leadership-development programs for law-enforcement professionals, including his program; *Earn Your Badge Every Day: A Blueprint for Principle-Based Leadership*. He has also instructed on law-enforcement leadership and management at the FBI Rocky Mountain Command College, the International Association of Chiefs of Police Conference, and training programs for the Colorado/Wyoming FBI National Academy Associates.

Mr. Fraass currently advises public- and private-sector clients on executive consulting, leadership training, administrative investigations, and expert-witness services.

William Fraass

Advisor, Soterient