



FOR IMMEDIATE RELEASE

July 19, 2023

CONTACT:

Zach Melchiori

916-344-0810

Zach.Melchiori@eskaton.org

SHERI PEIFER NAMED PRESIDENT & CHIEF EXECUTIVE OFFICER OF ESKATON

**Peifer brings 25 years of experience in the senior living industry
spanning the non-profit, for-profit, and public sectors**

(Carmichael, CA) – The Eskaton Board of Directors announced today that Sheri Peifer has been named President and Chief Executive Officer of Eskaton, effective September 1, 2023. Ms. Peifer most recently served as President.

Eskaton CEO Todd Murch will work closely with Sheri over the coming weeks to ensure a smooth and successful transition. Murch’s last day at Eskaton will be September 1, 2023.

“With the positive momentum around increased occupancy in our residential living communities and the forthcoming divestiture of our three stand-alone skilled nursing communities, the Board of Directors believes now is the optimal time to elevate Sheri to the CEO position,” said Larry Garcia, Chair of the Eskaton Board of Directors.

“The board would like to express deep gratitude and thanks to Todd Murch for his 42 years of service to Eskaton,” Garcia added. “Over the last 18 years as CEO, Todd, along with a strong leadership team, positioned the organization for an exciting and successful future. Sheri has the board’s full confidence, and we look forward to supporting her as she assumes her leadership role.”

Peifer was named President of Eskaton in September 2022 as part of Eskaton’s CEO succession plan. As President her focus has been integrating and strengthening Eskaton’s residential living communities and services, including investing in support for Eskaton’s dedicated workforce.

“I am incredibly honored and humbled to assume the role of President and CEO of Eskaton, an organization that I truly believe is a beacon of excellence in our industry and in Northern California. I am privileged to lead our exceptionally dedicated and compassionate team of caregivers and employees,” said Peifer. “I am committed to upholding Eskaton’s values, while continually enhancing our approach to serving older adults throughout Northern California. Our future imperative will focus on understanding and delivering new customer experiences, services and ways to age well within a community.”



Sheri Peifer – President & CEO, Eskaton



Peifer joined the organization in 2005 and has led Eskaton's efforts in development, management services and affiliations, joint ventures, partnerships, innovation, marketing and communications. Over her tenure, she has led Eskaton's expansion of services into the Bay area and Central Valley by managing and/or affiliating with nonprofit senior living providers who desire a strategic alliance with Eskaton. Peifer also led the expansion of Eskaton's home and community-based services across the region.

Murch ends his career tenure with Eskaton with fond memories of the building years. Murch commented, "It is gratifying to see Eskaton and its communities and residents continue to thrive, especially as California readies itself for an increasingly aging population. Our management team and staff have been key in getting Eskaton in such a solid position."

Peifer serves as Chair of the LeadingAge California board of directors and serves on the Planning Committee. She is a graduate of the national LeadingAge Leadership Fellow program based in Washington D.C. She holds a BA from Messiah College and an MS in Gerontology and Education from California State University, Sacramento.

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About Eskaton

Since 1968, Eskaton has been serving older adults in Northern California. As a nonprofit senior living provider, our mission is to enhance the lives of older adults through innovative health, housing and social services. With five decades of experience and a national reputation for innovation, Eskaton is Transforming the Aging Experience. For more information, please call 1-866-ESKATON, or visit www.eskaton.org.