



Sequoia Living Names Charlie Shoemake as New Chief Financial Officer

*Accomplished Finance Executive Joins Organization Providing
Housing and Services for Healthy Aging in Northern California*

(SAN FRANCISCO, CA) October 15, 2020— Sequoia Living, a non-profit organization that provides housing and services to promote healthy aging for seniors in Northern California, is pleased to announce **Charlie Shoemake** as its new Chief Financial Officer.

A seasoned operating finance executive with more than 35 years of accounting and finance expertise, Shoemake brings a solid foundation in accounting practice and principles coupled with a strong emphasis on business intelligence and management reporting, credit analysis, and underwriting.

“In my opportunity to work with Sara McVey and rest of the Sequoia Living leadership team for the past nine months, I have been continually impressed with the focus and vision of each of the leaders of this organization,” Shoemake said. “Through a combination of technology and critical thinking, I look forward to providing the tools and insights necessary to compete in today’s business environment. I am thrilled to be joining this tremendous team of mission-driven executives helping create the New Next for Sequoia Living.”

“I have been impressed with Charlie’s affable personality, his grasp of the financial reporting and data necessary to support decision making and improve outcomes, and his ability to partner on big picture strategic thinking,” said **Sara McVey**, President and CEO of Sequoia Living. “He is skilled at looking at what we are doing today and leading us where we need to go to create an even better tomorrow.”

Prior to Sequoia Living, Charlie served as CFO for a variety of organizations including a specialty finance company in the legal funding space, a national event staffing firm, a large privately held receivables management company, and as Senior Vice President and CFO for the Corporate Banking Division of PNC Financial Services, Inc. He also worked for several years as a senior consultant with a national consulting firm. Charlie holds a BS in Accounting, with Honors, and an MBA in Finance from Indiana University.

About Sequoia Living

Sequoia Living, founded in 1958, provides homes and services to promote healthy aging for seniors in Northern California. Previously known as Northern California Presbyterian Homes and Services, the organization is composed of four continuing care retirement communities (one under construction), three affordable housing communities, one manufactured home park for seniors, and two senior centers. Overall, Sequoia Living provides housing for 1,900 older adults and serves an additional 2,300 seniors through its community service programs. Learn more at www.sequoialiving.org.

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