Brethren Hillcrest Homes Announces CEO Transition

The Board of Directors of Brethren Hillcrest Homes has appointed Chief Financial Officer Joel Brouwer, CPA, CGMA, as Interim President and CEO.

Brouwer joined Hillcrest in 2023 and brings more than 25 years of financial and strategic leadership experience. He has played a key role in strengthening the organization's financial operations and long-term sustainability and was recognized as CFO of the Year in the Small to Midsize Company category at the 2025 LA Executive Leadership Awards.

"Joel knows Hillcrest, understands our mission and brings the experience and perspective needed to provide strong leadership during this transition," said Jack W. Meek, Chair of the Hillcrest Board of Directors. "The Board has confidence in Joel and in the strength of Hillcrest as we move forward. Our focus remains on our residents, our team members and the long-term future of this community."

Matthew Neeley has resigned as President and CEO after more than 20 years of service to Hillcrest. During his tenure, he helped guide the organization through many significant accomplishments. The Board is grateful for his years of service and contributions to the Hillcrest community.

The Board has activated its leadership succession plan and will begin a search for Hillcrest's next President and CEO. Hillcrest remains financially strong, and operations and services continue as usual throughout the leadership transition.

About Hillcrest

Hillcrest is a 501(c)(3) nonprofit continuing care retirement community in La Verne, California, offering independent living, assisted living, memory care and skilled nursing with an emphasis on wellness and health.