



Barry Schoer

President & CEO

Sanctuary Centers of Santa Barbara

Barry Schoer has over five decades of experience in behavioral healthcare and addiction treatment. He has served as President & CEO of Sanctuary Centers of Santa Barbara since 1983. In his current role he oversees a large agency that provides a comprehensive system of services, supports, and housing for mentally ill adults. This continuum includes clinical services, short- and long-term housing, vocational services, substance abuse counseling, and family and consumer advocacy. Previously, he has served in roles in organizations involved in counseling, childcare, incarcerated youth, and homeless services. Barry is actively involved in his community, including having been recognized for “Excellence and Innovation in Community Programs” by the Santa Barbara Mental Health Association. He has served on boards for several nonprofits, including the California Council of Community Behavioral Health Agencies and the National Community Behavioral Healthcare Council. He is a graduate of Syracuse University with bachelor’s and master’s degrees in counseling psychology.