Sobrius Appoints Veteran Healthcare Finance Executive Rich Armentrout, MBA, CPA, as Chief Financial Officer

GALAX, VA, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Sobrius, a rapidly expanding behavioral health provider serving communities across Virginia, today announced the appointment of Rich Armentrout, MBA, CPA, as its new Chief Financial Officer. Armentrout brings more than 30 years of executive financial leadership across national behavioral health systems, acute care hospitals, senior living organizations and nonprofit healthcare environments.



Newly Appointed CFO at Sobrius - Rich Armentrout, MBA, CPA

A proven operator with deep experience overseeing multi state hospital portfolios, Armentrout has led financial turnarounds, supported major expansion initiatives and consistently delivered strong financial performance across both for profit and nonprofit systems. His background includes senior leadership roles at Acadia Healthcare, Universal Health Services (UHS), Culpeper Regional Hospital, Sunnyside Presbyterian Communities and multiple critical access hospitals.

A Strategic Leader for Sobrius' Growth

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> *Nelson Smith, CEO Sobrius*

At Acadia Healthcare, Armentrout provided regional CFO oversight for 15 behavioral health hospitals across five states, directing financial operations, budgeting, and reporting while meeting aggressive five day close cycles. He previously served as Regional CFO for UHS, supporting 12 behavioral health hospitals and leading financial operations during multiple CEO transitions and EMR conversions.

His career also includes major capital projects, mergers and acquisitions, Medicare program implementations and financial leadership during facility startups and closures,

experience that aligns directly with Sobrius' goals of continued expansion across Virginia.

Seasoned Leadership Perspective

"Sobrius is entering a period of meaningful growth and Rich brings exactly the kind of disciplined, mission aligned financial leadership that ensures we expand responsibly," said Nelson Smith, CEO of Sobrius. "His experience overseeing complex behavioral health portfolios, improving operational performance and supporting clinical teams will strengthen our ability to deliver high quality, whole person care across every level of treatment."

Armentrout shared his enthusiasm for joining the organization: "Sobrius is building something truly special; a model rooted in compassion, accountability and evidence based care. I'm honored to join this team and support its mission. My focus will be ensuring Sobrius continues to grow sustainably, invests wisely and strengthen the financial foundation that allows our clinicians to deliver exceptional care to the Virginians in need" said Rich Armentrout, MBA, CPA.

A Mission Driven Financial Executive

Armentrout holds an MBA and Bachelor's degree in Accounting from Bob Jones University and is a Certified Public Accountant. He has served on multiple boards, including Ashland University and is recognized for delivering consistent financial performance and leading organizations through operational transitions.

Strengthening Sobrius' Mission

Sobrius' continued growth reflects a deep commitment to strengthening behavioral health care across Virginia and Armentrout's appointment marks another important step in that journey. With his seasoned leadership and passion for mission driven work, Sobrius is poised to expand its impact, enhance operational excellence and support more individuals on the path to lasting recovery. The organization enters its next chapter with confidence, clarity and a renewed focus on delivering exceptional care to the communities it serves.

About Sobrius

Sobrius is a Virginia based behavioral health provider offering residential, partial hospitalization, and low intensity substance use disorder treatment programs. With locations in Bassett, Galax, and Lynchburg, Sobrius delivers compassionate, evidence based care in supportive, homelike settings. The Sobrius model fosters trust, connection and accountability, that empowers individuals to build sustainable, fulfilling lives in recovery. Learn more at sobrius.health.

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