



SHERRI REYES, MA

Principal Consultant

Sherri is a seasoned behavioral healthcare executive with over 30 years of experience, demonstrating exceptional leadership and expertise in the field. **She has held the role of CEO at four psychiatric hospitals across three states**, each offering comprehensive continuums of care.

Sherri has spearheaded clinical, operational, and financial oversight for behavioral health service lines in 28 medical/surgical hospitals spanning 11 states, showcasing her ability to manage complex systems with precision.

Her experience extends to **12 behavioral health residential and outpatient continuums in four states**, demonstrating her versatility and depth of knowledge in various care settings. As an educator, Sherri has also contributed to the academic field by teaching psychology at two colleges and one university.

Recognized as a corporate subject matter expert, Sherri has led numerous behavioral health capital and architectural projects on the owner's side. Her comprehensive understanding of the design process ensures the creation of safe, functional, and financially viable therapeutic environments that prioritize patient care and operational efficiency.

EDUCATION

Doctoral Coursework
Completed in Clinical
Psychology, Florida State
University

Master of Arts in Clinical/
Community Psychology,
University of North Carolina at
Charlotte

Bachelor of Science in
Psychology, University of Florida

Lean Sigma Green Belt

PROFESSIONAL EXPERIENCE

Community Health Systems,
Regional Operations Director

Westwood Lodge Hospital &
Lowell Treatment Center, Chief
Executive Officer

Mesilla Valley Hospital, Chief
Executive Officer

Timberlawn Mental Health
System, Chief Operating Officer

St. Petersburg College, Adjunct
Faculty

Health South Rehabilitation
Hospital, Clinical
Neuropsychology Clinician

EXPERIENCE

UCLA Resnick Neuropsychiatric Replacement Hospital | Los Angeles, CA | Behavioral Health Operational Consultant | 2025 | \$260M

In partnership with HOK and McCarthy (Design-Build), this 119-bed Academic Medical Center Psychiatric Hospital for adults, pediatrics, and geriatric populations is a challenging renovation in an existing building with low ceiling heights and an inefficient structural grid. Various innovative care solutions created a highly therapeutic and safe environment.

Permian Basin Behavioral Health Center | Midland, TX | Behavioral Health Operational Consultant | 2026 | \$165M

In partnership with HKS, this 200-bed psychiatric hospital for adults, pediatrics, geriatrics and forensic populations includes crisis observation units, procedure suite, PHP/ IOP programs and outpatient support for adult and pediatric populations.

Kedren Children's Village | Los Angeles, CA | Operational Consultant | 2027 | \$140M

In partnership with HOK and McCarthy (Design-Build), this 40-bed psychiatric treatment center for pediatric patients includes inpatient, residential treatment, crisis stabilization, and outpatient services.

Stephen M. Morris Behavioral Health Center | Concord, NC | Behavioral Health Operational Consultant | 2026 | \$44.5M

As the Prime Architect, hX led the design of this 60,000 SF Mental Health Treatment Center for adults and pediatrics. Programs include two 16-chair Behavioral Health Urgent Care Units (separate units for adults and pediatrics), a 16-bed Facility Based Crisis Unit (pediatric), and three 8-bed Residential Treatment Units (pediatric).

"Given the opportunity to work with Sherri again in the future, I would not hesitate. I am confident the work she does can be an asset to any organization."

Scott York, CEO, Alaska Psychiatric Institute





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OPERATIONALLY -INFORMED PLANNING AND DESIGN

Sherri's leadership at hX brings a unique value proposition to the design and planning of Behavioral Healthcare facilities. With decades of experience as a clinician and administrator, her expertise is unmatched in the industry. When designing these facilities, it's crucial to consider two different costs. The first is the cost of designing and constructing the project. The second, and perhaps most important, is the cost of operating the facility successfully for years to come. Staffing is the largest operational expense for behavioral health programs, so decisions about space and adjacencies must prioritize operational flows and efficiency opportunities. The healthcare sector is grappling with staffing shortages and inflation. Facilities struggle to fill necessary positions and maintain effective shifts. Designing behavioral health buildings to support excellent patient care while maximizing staffing efficiencies is imperative. Optimally designed spaces can enable operations to function with up to 20% fewer Full-Time Equivalents (FTEs).

Florida Developmental Disabilities Defendant Program Facility | Mariana, FL | \$240M

In partnership with HKS and STV, this 200-bed, Forensic Psychiatric Hospital dedicated to patients with various IDD diagnoses includes a full-service treatment mall, indoor and outdoor recreation areas, ample daylight and best practice treatment and security measures tailored to this population.

Mecklenburg County Facility Based Crisis Center | Charlotte, NC | Behavioral Health Operational Consultant | 2026 | \$17.9M

As the Prime Architect, hX led the design of this 21,000 SF Mental Health Treatment Center that provides services for adults in crisis. The center includes a 12-Chair Behavioral Health Urgent Care and a 16-bed Facility Based Crisis Unit.

Starmount Katie Blessing Center | Charlotte, NC | Operational Consultant | 2026 | \$62M

In partnership with LS3P, this 72-bed, pediatric psychiatric hospital includes a Behavioral Health Urgent Care and innovative treatment programs for Youth in Charlotte.

Rio Grande Center | Operational Consultant | Harlingen, TX | 2026 | \$120M

In partnership with HKS and a+, this 50-bed Maximum Security Forensic psychiatric hospital includes a full-service treatment mall, indoor and outdoor recreation areas, ample daylight and best practice treatment and security measures.

UTHealth Houston - John S. Dunn Behavioral Sciences Center | Houston, TX | Behavioral Health Consultant | 2022 | \$98M

In partnership with Perkins & Will, this 264-bed Academic Medical Center Psychiatric Hospital with dedicated spaces for staff and student education and research and an off-unit therapy mall and dining facilities.

Lubbock State Hospital | Lubbock, TX | Operational Consultant | 2026 | \$121M

In partnership with HKS and a+, this 50-bed Maximum Security Forensic psychiatric hospital includes a full-service treatment mall, indoor and outdoor recreation areas, ample daylight and best practice treatment and security measures.

Hennepin County - Youth Crisis Center | Minneapolis, MN | 2025 | \$10M

In partnership with Mohagen Hansen, this 18-bed Crisis Support Unit includes space for Youth in crisis or in need of Withdrawal Management. The project is a challenging renovation in part of an existing building.

"Sherri has vast experience working with design teams to help them understand the needs of this unique patient population and is an expert at incorporating key operational drivers in design conversations so the whole team can maximize our success."

Beth Moser, Sr. Director Project Management
Facilities Management Department, Community Health Systems





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During the programming phase of the project, Sherri leads the operational planning work. She collaborates with clinical teams and establishes operational flows, daily programming, and ideal staffing. These discussions inform the space program and planning diagrams, ensuring that key operational drivers are embedded in the core design concept. Every design decision throughout the project is evaluated to align with the staffing and operational plan.

In the detailed design phases, Sherri advises the team on the operational implications of different design options. Her clinical expertise supplements the client's clinical leadership, ensuring their input is effectively incorporated to create a building that supports their core mission. Additionally, Sherri's extensive experience walking psychiatric units with Joint Commission surveyors allows her to anticipate flagged items and maintain long-term compliance with the program.

[North Texas State Hospital | Wichita Falls, TX | Operational Consultant | 2026 | \\$452M](#)

This project involved 200 inpatient beds across civil, forensic, child, and maximum security units, catering to diverse mental health needs. Each unit was meticulously designed to provide specialized care and security measures tailored to its occupants, ensuring a safe and supportive environment for treatment and rehabilitation.

[Panhandle State Hospital | Amarillo, TX | Operational Consultant | 2026 | \\$159M](#)

In partnership with Page and Architecture +, Panhandle State Hospital embarked on a project to construct a specialized facility featuring 75 forensic inpatient beds, ensuring comprehensive care and security measures for individuals involved.

[Children's Behavioral Health and Wellness Center | Omaha, Nebraska | Principal Consultant | Under Construction - Q1 2026 | \\$110 million](#)

In partnership with HDR and Kiewit, hX collaborated with the owner and design-build team to enhance the therapeutic environment of a new 107,000 SF pediatric and adolescent mental health facility. During construction, hX was engaged by the owner to provide recommendations on the design of courtyards, sensory spaces, furniture selections, and experiential graphics, as well as to consult on operational best practices.

[Galveston County Behavioral Health Center | LaMarque, TX | Planner and Associate Architect | 2024 | \\$13M](#)

In partnership with Huitt Zollars, hX led planning and design for a 12 patient extended observation unit and 12 resident crisis respite units for the County of Galveston. The project included the reuse of an existing 22,000 SF building with the addition of a new entry lobby.

[San Antonio State Hospital Campus Reuse Master Plan | San Antonio, TX | Behavioral Health Operational Consultant | 2023 | \\$TBD](#)

In partnership with HKS, hX developed a masterplan for the existing San Antonio State Hospital Campus through the reuse of existing buildings and development of available space. In addition to increasing Inpatient capacity, the masterplan includes a campus-style recovery village that addresses identified gaps in the communities continuum of care and improving social determinants of health for its residents.

[John's Hopkins All Children's Hospital | St. Petersburg, FL | Principal / Behavioral Health Operational Consultant | 2022 | \\$TBD](#)

hX developed a comprehensive operational plan for a new Behavioral Health Service line, including 110 beds (inpatient and residential treatment), crisis stabilization, emergency department support, PHP/ IOP, ECT, outpatient therapy and psychiatry, and a centralized intake department. The review included a comprehensive site analysis, programming, staffing evaluations and assistance in writing the business plan.

[UNC Health - New Psychiatric Hospital | Hillsborough, NC | Managing Principal/ Behavioral Health Operational Consultant | 2022 | \\$TBD](#)

hX developed a preliminary program, plan, and site analysis for a potential new psychiatric hospital to replace and expand the services offered at existing facilities.



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Nemours Children's Hospital | Wilmington, DE | Principal /Behavioral Health Operational Consultant | 2022 | \$TBD

Working with partner firm Architecture+, Sherri led the operational master plan and supported the programming and planning of this proposed new psychiatric addition.

CHS Behavioral Health Operational Consulting* | 2015-2020

As a Regional Operations Director, Sherri oversaw behavioral health operations across 13 states, taking charge of strategic initiatives, key clinical and financial indicators, revenue cycle processes, regulatory compliance and capital plans. She also provided extensive Behavioral Health Operational Consulting services as an in-house corporate subject matter expert for additional states on an as-needed basis.

Universal Health Services* | Westwood Lodge Hospital & Lowell Treatment Center | 2007-2010 | Chief Executive Officer

Sherri consistently exceeded budget expectations through growth initiatives and efficient expense management. She identified and implemented operational efficiencies across hospitals for inpatient and outpatient services. Sherri was key in crafting facility-specific strategic plans targeting inpatient, partial hospitalization, and community-based outpatient services. She demonstrated commitment to improving key metrics, including patient satisfaction, employee engagement, continuous quality improvement, and risk management scores.

Mesilla Valley Hospital* | Oct 2006- Mar 2007 | Chief Executive Officer

Sherri excelled in leading comprehensive hospital operations in Southern and Northern New Mexico, showcasing proficiency in CMS, CYFD, DOH, and Tricare/MAXIMUS surveys. The facility surpassed the FY 2006 budget by 123%, increasing the margin from 20.1% to 24.9%. She was pivotal in refining case and utilization management processes, contributing to a 93% increase in outpatient net revenue from FY 05 to FY 06. Demonstrating a positive work environment commitment, Sherri reduced staff turnover from 5.1% to 1.8% through HR supervisor training and retention programs. Additionally, she successfully lobbied New Mexico legislators, senators, and the governor for behavioral health initiatives while collaborating closely with community leadership on emergency preparedness and proactive responses to community needs.

*experience prior to founding hX