

The James Barry-Robinson Institute Announces the Retirement of CEO Rob McCartney Following Fourteen Years of Transformational Leadership

NORFOLK, VA - The James Barry-Robinson Institute (JBRI) announces the retirement of Chief Executive Officer, Rob McCartney, whose visionary leadership over the past 14 years has transformed the 92-year-old nonprofit into a nationally recognized leader in behavioral healthcare and child welfare services.

Since joining the organization, McCartney has led a remarkable period of growth, innovation, and mission-driven impact. Under his leadership, The Barry Robinson Center became the only residential treatment center in the nation exclusively dedicated to serving military-connected youth and their families. This nationally recognized program has welcomed more than 1,500 military-connected youth from nearly every state and from military families stationed around the world, providing specialized behavioral health services to children whose parents serve our nation.

"Rob has never simply managed the organization, he has inspired a movement centered on compassion and excellence," said Retired Rear Admiral Kevin M. Sweeney, Chair of the JBRI Board of Directors. "His unwavering commitment to youth, families, and those who serve our country has strengthened this organization in ways that will be felt for generations."

McCartney also championed the continued growth of JBRI Foster Care, a program that has served Hampton Roads' most vulnerable children for more than 30 years. His leadership helped establish the program as a national model for foster parent recruitment, engagement, and retention by recognizing that successful foster care begins with exceptional support, meaningful training, and authentic connections for foster families.

Beyond expanding programs, McCartney cultivated a workplace culture that became a defining characteristic of the organization. Guided by the philosophy to "Bee Kind, Bee Competent, and Bee Fun", he fostered an environment where employees were empowered to innovate, collaborate, and place children and families at the center of every decision. This culture has enabled JBRI to attract and retain exceptional professionals dedicated to fulfilling the organization's longstanding mission of improving the lives of children and their families.

Throughout his tenure, McCartney oversaw significant organizational growth while preserving the values that have guided the Institute since its founding in 1933. His leadership strengthened JBRI's reputation as a trusted nonprofit partner, expanded its national reach, and positioned the organization to meet the evolving needs of military families and vulnerable youth.

"Everything we have accomplished has been possible because of an extraordinary team that shares a deep commitment to our mission," said McCartney. "It has been the privilege of a lifetime to serve alongside such dedicated professionals and to witness the resilience of youth and families we have been honored to support."

As JBRI celebrates Rob's extraordinary contributions and the lasting impact of his leadership, we are also excited to see what the next chapter holds for him and look forward to all that he will continue to accomplish in the years ahead.

The James Barry-Robinson Institute Board of Directors has retained JM Search, a nationally recognized executive search firm, to lead the recruitment of the organization's next Chief Executive Officer. The Board is committed to a thoughtful and comprehensive search process to identify a leader who will build upon the Institute's strong foundation and continue advancing its mission of improving the lives of children and their families.

About The James Barry-Robinson Institute

The James Barry-Robinson Institute is a Norfolk-based nonprofit organization that has served children and families for more than 92 years. The organization operates The Barry Robinson Center, the nation's only residential treatment center exclusively dedicated to military-connected youth and their families, and JBRI Foster Care, which has provided foster care services to children throughout Hampton Roads for more than three decades. Through compassionate care, innovative programs, and dedicated professionals, JBRI remains committed to improving the lives of children and their families.

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