PEER Services Names Mental Health and Substance Use Executive and Clinician  
Norwil (Noy) Frial-Lopez, Psy.D., MHS as Executive Director

Evanston, IL (September 29, 2022) – PEER Services is pleased to announce the appointment of Noy Frial-Lopez as Executive Director. Frial-Lopez is a Licensed Clinical Psychologist and Certified Alcohol & Other Drug Abuse Counselor with more than twenty-five years’ experience developing, leading, and managing mental health, substance use, crisis response, case management, housing, employment, and other support services and programs. PEER Services provides community-based substance use prevention, education, early intervention and outpatient treatment services for adolescents and adults in northern Cook County.

Frial-Lopez has dedicated his clinical career to working with individuals in recovery from mental illness and addiction, experiencing LGBTQ+ inequality, struggling with work, school and everyday stress, and striving to achieve their personal and professional development goals. He also has a wealth of experience in non-profit management and operations, including staff development and training, fund development, grant writing and management, and community relationship development.

Frial-Lopez comes to PEER Services from Turning Point Behavioral Health Care Center where he has worked in various roles of increasing responsibility over the past 12 years, most recently serving as Turning Point’s Chief Clinical Officer responsible for overseeing the agency’s clinical programs and operations and leading a team of more than forty clinicians, managers, independent contractors and therapists in training.

Prior to his work at Turning Point, Frial-Lopez served in different professional capacities, including Clinical Director, Director of Supportive Services, and Director of Recovery Services, at various behavioral health and social services agencies in the Chicagoland area. Frial-Lopez also founded Dr. Norwil C. Frial & Associates, a private practice providing, among other services, counseling for individuals, couples, groups and families, organizational and program consulting for non-profits and schools, and training.
covering various topics in substance use disorder, mental health, psychology, special populations, and staff and program development.

Frial-Lopez serves on the advisory board of Mental Health America of the North Suburbs and the Community Advisory Board of Heartland Health Centers - Skokie. Frial-Lopez earned a Doctorate of Psychology (Psy.D) from the Adler School of Professional Psychology and a Master of Health Science (MHS) from Governors State University. Frial-Lopez is also a graduate of the National Council for Behavioral Health’s Executive Leadership Program (ELP) and Middle Management Academy (MMA). He has served as an Adjunct Professor at the graduate and undergraduate levels in Psychology, Counseling and Substance Abuse programs.

“I am absolutely thrilled to be joining the dedicated team at PEER Services. I look forward to working with the board, staff and those who support PEER Services’ vision of a community free from harmful cycles of trauma, substance use, and addiction and from the stigma and systemic barriers that reinforce them.” says Frial-Lopez.

Frial-Lopez will join PEER Services as its Executive Director on November 1, 2022.

PEER Services’ mission is to reduce the harms of substance use, addiction and stigma by engaging youth and adults with innovative prevention programming and by supporting people on their path to recovery through holistic, evidence-based treatment. We provide affirming services to all in need, regardless of their ability to pay. Since 1975, PEER Services has provided community-based substance use prevention and treatment services to the residents of Evanston, Northfield, New Trier, Maine and Niles Townships, and the north side of Chicago. For more information, visit www.peerservices.org.

PEER Services engaged Kittleman & Associates to conduct a search for a new Executive Director. Kittleman & Associates is a Chicago-based national executive search firm that specializes in the recruitment of CEOs for tax-exempt nonprofit organizations, public charities and philanthropic organizations. For more information, visit www.kittlemansearch.com.

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