

**PRESS RELEASE**  
**General Council on Finance and Administration**  
**The United Methodist Church**

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FOR IMMEDIATE RELEASE

**GCFA Names Chief Financial Officer**

*Nashville, TN* – The General Council on Finance and Administration (GCFA) has named Brent Smith as Chief Financial Officer and Rev. Matt Conover as Director of Financial Services. They began in their new positions August 1.

Smith, a 26-year employee of the agency, held the position of Assistant General Secretary for Financial Services since 2005. In his role, Smith will oversee management of GCFA's financial operations including administration of denominational funds. "I look forward to working with others in the general Church to continue implementing shared services encompassing best practices that may also prove useful to annual conference and local churches," Smith said. "We want to resource others in the denomination and look forward to the countless possibilities."

Most recently serving in management at John Deere, Conover brings over 15 years of experience in the accounting/finance field. He holds a Bachelor's degree in Accounting and Business Administration from Marycrest College, a Master's of Divinity degree from Asbury Theological Seminary and an MBA from St. Ambrose University. He is an ordained Elder in the Iowa Annual Conference.

In his role, Conover will assume the administrative management responsibilities for the Financial Services Department. GCFA Financial Services provides administrative accounting services to several general agencies and organizations of the Church. Under his leadership, the department looks to expand services offered to other agencies through the identification of best practices.

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The General Council on Finance and Administration coordinates and administers finances and safeguards the legal interests and rights of The United Methodist Church.

[www.gcfa.org](http://www.gcfa.org)