



## RAY KEELER

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Ray Keeler is Chief Financial Officer of Industrial Outdoor Ventures “IOV” where he oversees finance, accounting, treasury, capital markets, financial reporting and investor relations and sits on the Investment Committee. Ray joined IOV in 2023 after 8 years at Ryman Hospitality Properties, a public listed Real Estate Investment Trust (REIT) in the lodging sector, where he most recently held the position of Vice President of Finance, Strategic Planning, and Investor Relations. At Ryman, Ray was responsible for strategic financial planning, capital markets activity including both public debt and equity issuance as well as bank financings, investor relations and Board reporting and was involved in all development and acquisition activity across the company’s hotel and live entertainment segments. Ray began his real estate finance career as Manager of Development and Acquisition Analysis for Brookdale Senior Living, the nation’s largest owner/operator of senior housing, and has been involved in over \$10 billion of combined capital markets, M&A and development activity in the real estate sector. Before entering real estate finance, Ray spent a decade as a buy-side investment analyst covering consumer and technology investments for a private fund manager.

Ray earned a B.S. in Economics and Classical Studies from Duke University and an M.B.A. from NYU’s Stern School of Business, and has been a CFA charterholder since 2005.