



Full-length Official Bio - updated October 2025

From that first Steeler record to his new album KEELWORLD Ron Keel's career in entertainment has taken him from the concrete jungles of arena rock to the dirt roads of country music. Along the way, he has sold millions of albums and toured the world as both a heavy metal screamer (KEEL, Steeler, and a brief encounter with Black Sabbath) and a southern rock/outlaw country artist (with dozens of songs in major films and TV shows). For the past two decades, the Metal Cowboy has combined both genres, establishing a style and a persona which captures the heart and personality of this rock n'roll outlaw.

Keel's legendary major label debut album THE RIGHT TO ROCK was produced by KISS' Gene Simmons – they went on to notch three albums on Billboard's Hot 100 as well as MTV and radio hits "The Right To Rock," "Because The Night," "Tears Of Fire," "Somebody's Waiting," and "Rock N Roll Outlaw." Ron Keel Band's 2022 summer single "When This Is Over" was a Top 40 hit on the Mediabase Classic Rock airplay chart; the new album KEELWORLD debuted at #89 on the Luminate Hard Music Albums chart.

Opening shows for Bon Jovi, Van Halen, Aerosmith, Motley Crue, Dio and many more established a hard work ethic that remains strong today; recent tour highlights include headline shows at major festivals, bike events (an annual residency at the Full Throttle Saloon during the Sturgis Motorcycle Rally), casinos and showcase clubs in North and South America, multiple appearances on the Monsters Of Rock Cruise, and opening slots for Tesla, Night Ranger, Dwight Yoakam, Winger, BlackHawk and more.

As a songwriter, Ron has dozens of TV and film credits – major movies like "Men In Black II," "Dolphin Tale," "The Messengers" and many more – and his songs have been featured in hit TV shows like "X-Files," "Desperate Housewives," "The Simpsons," "King Of The Hill," and the Daytona 500 broadcast.

Through the years, Keel has worked hard to remain ahead of the curve, constantly re-inventing himself and evolving with the changes in the entertainment industry. His most recent venture is RFK Media, a new record label/media company releasing Ron Keel-related products, music from other artists as well as books, art, and comedy.

Short Bio - updated October 2025

Ron Keel is a multi-million-selling singer/musician/songwriter/performer who has toured with and/or opened for icons like Bon Jovi, Motley Crue, Van Halen, Aerosmith and many more. His catalog includes three albums which charted in Billboard's Hot 100, plus movie soundtracks, guest appearances, and all-star tributes to raise money for various charities. The 2024 album KEELWORLD brings Keel full circle, and features all new music from Ron Keel, Steeler, Keel, Ron Keel Band, Emerald Sabbath, IronHorse, and more.

Tour highlights for 2024/2025 included Ron's first-ever tour of Latin America, and a triumphant return to former hometowns Hollywood, Las Vegas and Phoenix in addition to headline shows at festivals, bike events and casinos.

Ron is also the owner/manager of KRFB Radio (an online station with over 40K monthly listeners) and RFB Media, a full-service record label that represents all Ron Keel product and has just signed Bad Marriage and Generation Landslide to the RFB roster. All links can be found at <http://ronkeel.com>.

"Ron Keel is an American original...a genuine rocker no matter what label you choose to apply."

BOSTON ROCK RADIO

"If rock and roll is about rebellion, then Ron Keel is rock and roll to the core because he's rebelled against everyone and everything that ever tried to put a fence around him or his music."

ODAYROX.ORG

"If the American dream is still alive, then Ron Keel penned that story...and he's still writing it."

HARD ROCK HAVEN

National Rock Review says this about Ron's autobiography:

"Ultimately, this book is more a story of drive and persistence than just a Sunset Strip rock book. It's a lesson in survival. Of being humble and doing everything it takes to achieve what you love to do. You'll buy the book for its nostalgia. You'll finish it feeling you can do anything you set your mind to."

FAST FACTS:

- Five million YouTube views – over 40K combined Facebook followers – 11K Twitter followers
- New album "KEELWORLD" debuted at #89 on the Luminate Current Hard Albums Chart
- "When This Is Over" - 2022 summer single broke the Top 40 on the Mediabase Classic Rock airplay chart and Top 5 on the daily airplay chart.
- Recent albums: "KEELWORLD" (2024), "Metal Cowboy: 10th Anniversary Edition" (2024), Ron Keel Band "Fight Like A Band" (2019), "South X South Dakota" (2020), "Alone At Last – Deluxe Edition" (2020), "Keeled" (2022)

- Multiple albums charted in Billboard's Hot 100 - Recording Artist for A&M Records, MCA Records, Frontiers Records, Universal Music and HighVol Music – debut album “The Right To Rock” produced by Gene Simmons of KISS
- Official Autobiography “EVEN KEEL: Life On The Streets Of Rock & Roll” released in 2014
- Toured with/opened for Bon Jovi, Motley Crue, Aerosmith, Van Halen, Dio, Chris LeDoux, Y&T, Queensryche, Dokken, Great White, Cinderella, Tesla, Night Ranger, Dwight Yoakam many more
- Recently #1 rated DJ on KBAD 94.5 FM, the #1 rock station in Sioux Falls, South Dakota. Host of the “Streets of Rock & Roll” radio show syndicated worldwide and host of “The Ron Keel Podcast” on Spotify, iTunes, Google Podcasts and Amazon and other major platforms
- Featured in the award-winning 2021 documentary film “Let The Music Play” (about the impact of Covid-19 on the music/concert industry) – sequel “Let The Music Play: The Aftermath” now available
- Music featured in motion pictures & television include: “Men In Black II,” “Dolphin Tale,” “The Messengers,” “Chill Factor,” “A Thousand Acres,” “Desperate Housewives,” “X-Files,” “Raising Hope,” “The Simpsons,” “Supernatural,” “Lucifer” and many more
- Ron Keel endorses, uses, and promotes quality instruments and products such as Moxy Guitars, GoGo Tuners, InTune Guitar Picks, and Enki Cases.
- Featured in books such as recent NYTimes bestseller “Nothin’ But A Good Time,” “Tales From The Stage Volume 1” (author: Michael Toney), “Pro Secrets Of Heavy Rock Singing” (author: Bill Martin), “Black Sabbath: Never Say Die” (author: Garry Sharpe-Young), and many reference books related to metal and hard rock.

ronkeel.com