



Fred Keeton

Fred Keeton is Vice President of Finance, External Affairs and Chief Diversity Officer for Caesars Entertainment, the world's largest gaming-entertainment company. In this role, he oversees operationalizing diversity and inclusion in Human Resources, Supplier Sourcing, Community Reinvestment, Design and Construction, Marketing, Innovation and Continuous Improvement. He leads its senior executive team on issues pertaining to reputation-management, government regulatory relations diversity and inclusion awareness, and driving business outcomes through Diverse by Design (DbyD) Teams.

Keeton is widely respected for his knowledge and business acumen and is a noted and sought after speaker. Keeton articulates the requirement for inclusion driven business enhancement and provides passionate leadership. Fred's veteran business and corporate relations experience allows him to effectively address dynamic and highly challenging issues in our ever changing political, social and economic environment.

Keeton was born Morton, Mississippi in 1957, and the youngest of eleven children. His parents, Fred Keeton Sr. and Elizabeth McCoy-Keeton instilled in each of their children the importance of integrity, education and personal achievement; qualities he instills in others today. 1975 He entered Jackson State University in Jackson, Mississippi working toward a bachelors of Science degree in political science, concurrently working full-time for at Allstate insurance company to pay for school. Keeton's career has taken him from an insurance customer service representative, claims adjuster, licensed insurance broker/agent and Manager in Risk and Insurance Management to Director Corporate Claims Management, Director of State Government Affairs, Vice President Government Affairs, and finally Vice President of Finance, External Affairs and Chief Diversity Officer.

Throughout Keeton's tenure he has developed relationships with community and philanthropic leaders, government officials, and key business leaders. Fred serves as Co-Chair of the American Gaming Association's Diversity Task Force, is a member of the governing board of the National Minority Supplier Development Council (NMSDC) and continues to take a national leadership role in our country's quest for full inclusion and global economic leadership.