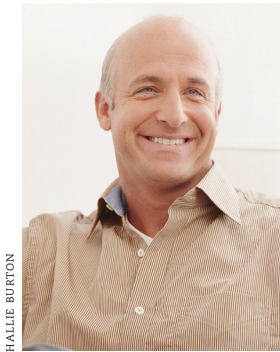


# REAL SIMPLE<sup>®</sup>

## TELEVISION

### bio



HALLIE BURTON

#### ROB KEEFE, HOST

A native of Louisville, Kentucky, Rob's clever wit and warm personality help set the welcoming tone of *Real Simple*. Inviting viewers to learn alongside him, Rob is always eager to find a new way to tackle a persistent challenge or discover a quick, easy dinner. His goal as a single dad is to clear up his schedule to spend more time with his son. In addition, Rob will hit the road and meet interesting people and explore unique places across the country – a hallmark of the show.

Rob juggles pursuits both intellectual and irreverent. An avid reader and occasional playwright, Rob's sketch comedy has been featured at the Westbank Café and Red Room theaters in New York and at the Improv in Los Angeles, and his film work includes *Being Human* with Robin Williams.

Before joining *Real Simple*, Rob worked extensively in theater and on television as both a writer and performer. He was trained at Boston University and the National Theatre of Great Britain and was formerly artist-in-residence at Performance Works in San Francisco. He has performed in regional theaters in Boston, New York, and San Francisco. On television, he has appeared on *Guiding Light* and Comedy Central's *Chappelle's Show*.

Though he modestly claims he's not athletic, when pressed Rob will confess to being an accomplished runner, and has completed several marathons and triathlons.



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