

Pay to Play: Stephen L. Keller Reveals Untold Story of Billion-Dollar Industry, Political Power, and the American Dream

WASHINGTON , DC, UNITED STATES, June 23, 2026 /EINPresswire.com/ -- Entrepreneur, industry pioneer, and former financial executive Stephen L. Keller officially releases [Pay to Play](#) today, a compelling memoir that takes readers inside one of the most controversial intersections of business, politics, and corporate power in modern American history.

Available beginning June 23, the book offers an unprecedented look at the extraordinary rise, dramatic downfall, and ultimate redemption of one of the most influential figures behind the modern life settlements industry.

Part memoir, part true-crime narrative, and part cautionary tale, *Pay to Play* offers an unfiltered account of Keller's journey from ambitious young stockbroker to founder of a groundbreaking financial enterprise that transformed the life insurance industry into what has become a multi-billion-dollar global market.

At just 27 years old, Keller founded Kelco, a financial firm that pioneered the viatical settlements industry, creating an innovative pathway that allowed terminally ill individuals to access the value of their life insurance policies during their lifetimes. His disruptive approach reshaped the industry and, by the late 1990s, positioned him at the forefront of a market that now generates approximately \$30 billion annually.

However, with rapid success came unprecedented challenges.

Pay to Play exposing the complex realities of innovation within systems dominated by powerful institutions. The memoir follows his transformation from celebrated entrepreneur and Young Presidents' Organization member to the subject of a high-profile federal investigation, an international manhunt, and eventual arrest by Interpol in Panama before being extradited to the



United States.

Through deeply personal storytelling, Keller explores themes of ambition, corporate influence, government oversight, accountability, redemption, and the human cost of pursuing success at any price.

More than a business memoir, *Pay to Play* serves as a timely examination of the mechanisms that shape modern capitalism and the often-blurred lines between innovation, profit, and power. The book sheds light on the hidden dynamics operating behind boardroom doors and offers readers an insider perspective on how industries are built, regulated, and challenged.

Today, more than a decade after completing a nine-year federal prison sentence, Keller has rebuilt his life and continues to pursue entrepreneurial ventures while dedicating significant time to community involvement and philanthropy.

Based in South Florida, he remains active in business consulting, church initiatives, and charitable efforts through the Stephen L. Keller Foundation, which provides annual scholarships to aspiring entrepreneurs from his hometown in eastern Kentucky.

The release of *Pay to Play* is supported by a national publicity and marketing campaign that includes media appearances, podcast interviews, author events, and speaking engagements across major U.S. markets, including New York, Washington D.C., Los Angeles, Chicago, Miami, and Florida.

With its blend of personal revelation, true crime, and corporate intrigue, *Pay to Play* offers readers an extraordinary behind-the-scenes account of a man who helped build an industry, lost everything, and emerged with a renewed understanding of purpose, legacy, and resilience.

About Stephen L. Keller

Stephen L. Keller is an entrepreneur, innovator, and former financial executive whose career helped shape the modern life settlements industry. As founder of Kelco, he introduced pioneering financial strategies that transformed the marketplace and influenced regulations that continue to govern the industry today. Following a highly publicized legal battle and years of incarceration, Keller has dedicated his life to rebuilding, mentoring future entrepreneurs, and sharing the lessons learned from one of the most remarkable business stories of the past three decades.

<https://stephen-keller.com/products/pay-to-play>

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