

Ryan Kemp

Executive Vice President
DECKORATORS®

Ryan Kemp is a driving force behind the evolution of the outdoor living industry, leading Deckorators with a vision centered on innovation, market expansion, and customer-driven solutions. With over 20 years of industry experience in sales, marketing, operations, and product development, Kemp is uniquely positioned to discuss key trends, challenges, and opportunities shaping the future of outdoor living.

As a thought leader, Kemp can provide insights on:



REDEFINING OUTDOOR LIVING

Consumer expectations for outdoor spaces are evolving, and brands must innovate to stay relevant. Kemp can discuss the industry's shift toward more dynamic, multi-functional outdoor environments and how Deckorators is investing \$250 million over the next five years to drive that transformation.

BALANCED AND PURPOSEFUL OUTDOOR SOLUTIONS

Decking is all about creating complete outdoor environments, and Kemp can speak to how Deckorators is expanding its product offerings to align with this trend, including new materials, designs, and solutions that make outdoor spaces more functional and visually cohesive.

PRACTICAL INNOVATION

Innovation is about more than new products. It's about solving real problems. Kemp can provide a unique perspective on how brands can develop cutting-edge materials and designs without overwhelming consumers, particularly DIYers who might be hesitant to adopt unfamiliar installation methods.



About Deckorators

Deckorators, the first name in decking, railing, and accessories, invented the low-maintenance aluminum balusters category and has since led the industry with innovative decking and railing products. With dependably on-trend designs, Deckorators lets DIYers and builders extend their creative ideas—from a home's interior to its outdoor living spaces. Deckorators is a brand of UFP Retail Solutions, LLC, a UFP Industries company.

To interview Ryan or to request other sources, content, images, and video, please contact:

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