

LRI Welcomes Dr. Andrea H. Schneider-Braunberger to Board of Governors

Leading German business historian to bring EU expertise to role



Belfast, Northern Ireland / Toronto, Canada, 12 February 2021:

The Long Run Initiative is delighted to welcome Dr. Andrea H. Schneider-Braunberger to its Board of Governors. Dr. Schneider-Braunberger is CEO of the [Gesellschaft für Unternehmensgeschichte](#) (GUG) (Business History Society), established in 1976 and based in Frankfurt-am-Main. Dr. Schneider-Braunberger is CEO of both GUG's not-for-profit activities and also its corporate projects. GUG e.v. focuses on the academic exploration of the historical record, offering public lectures and conferences and a twice-yearly publication: *Journal for Business History* (*Zeitschrift für Unternehmensgeschichte*). GUG mbH applies the same skills and academic rigor to specialize in

business histories and historical consulting for corporate clients and organizations.

““We are honoured and delighted that Dr. Schneider-Braunberger has agreed to join the LRI Board of Governors. Her career has been dedicated to bridge-building between the academic world, business, and government – and in bringing a vital historical perspective to an impressive range of firms and enterprises in Germany. She has worked tirelessly to bring academics, executives and policymakers together to deepen their appreciation of how insight can be generated from hindsight. Her work in the global field of business history has also been both tireless, admirable and outstanding. We are very fortunate indeed to have her talent, wisdom and authoritative perspectives available to the LRI as we grow and expand our initiative globally,” says Dr. Laurence B. Mussio. Dr. Mussio is a Co-Founder/Director of the Long Run Initiative along with Prof. John Turner and Dr. Michael Aldous, both of Queen's University Belfast.

Dr. Schneider-Braunberger holds a doctorate from the Johann-Wolfgang-Goethe University in Frankfurt am Main. Two recent publications include *225 Jahre Bankhaus C.L. Seeliger: Alles mit Bedacht* (2019, Joh. Heinr. Meyer GmbH) co-authored with Stephanie Tilly, and *Das goldene Netzwerk: Die Deutsche Gesellschaft für Goldschmiedekunst in der Zeit des Nationalsozialismus* (2019, Societäts-Verlag) co-authored with Michael Bermejo.

About Long Run Initiative: [The Long Run Initiative](#) (LRI) is an international project whose mission is to deliver context, analysis and understanding of the long-run experience of firms, markets and governments to support better corporate and public policy decision making. Established in 2018, the Long Run Initiative brings together speakers and participants from a range of academic, corporate and policy backgrounds to discuss historical trends that shape key contemporary challenges. A number of topical online events are currently being scheduled for 2021. The LRI is linked to [Queen's University Belfast Centre for Economic History](#) and [SIERC Inc.](#), Toronto. For more information about this release, please contact Dr. Laurence B. Mussio at laurence.mussio@longruninitiative.com.