

LRI Welcomes Dr. Bruce Choy to Board of Governors

Specialist in governance and risk management to bring unique perspective to LRI



Belfast, Northern Ireland / Toronto, Canada, April 25, 2024: The Long Run Institute (LRI) is honoured to welcome Dr. Bruce Choy to the Board of Governors. Specializing in governance and risk management, Dr. Choy is currently Chair of the Board of Governors for the George Brown College of Applied Arts and Technology in Toronto, and Chair of the Board Risk Committee for Shinhan Bank Canada, a subsidiary of the Korean financial services conglomerate Shinhan Financial Group. Dr Choy is also an adjunct professor at the University of Toronto's Rotman School of Management. He has senior banking experience in Australia, where he was born and raised.

"We are delighted to have Dr. Choy join our Board of Governors. His remarkable experience and formation across continents, disciplines and between private, public and scholarly realms positions him perfectly for the kind of activities in which the Institute is engaged. His expertise in technology, risk and the evolution of finance in particular – three areas in which the LRI has specialized – will be put to good use as the Institute expands its remit and reach in the coming years. Dr. Choy has been both a key participant in, and passionate supporter of, the work of the Institute. We look forward to his guidance and strategic counsel," declared Dr. Laurence B. Mussio, Chair of the LRI.

"I am honored to join the Long Run Institute and their Board of Governors. With the magnitude of transformative forces posing risks and opportunities in our future, it is vital that the repeating patterns and history of how society responds to disruptions provide the important decision-making insights for today's leaders," noted Dr. Choy.

At the University of Toronto, Dr Choy covers topics on risk management, competition and markets, and financial services regulation. He has advised C-suites, Boards and the senior leadership on financial and non-financial risk management, corporate governance, strategy, and innovation and was formerly a Partner and Canadian risk consulting practice leader with PwC. Dr Choy is also a globally experienced senior executive and was formerly a General Manager with the Commonwealth Bank of Australia. His research has covered a broad spectrum in risk management, and he is the author of *Diffusion Models for Environmental Transport*, *Financial Industry Forum on Artificial Intelligence: A Canadian Perspective on Responsible AI*, and numerous book chapters on financial risk management.

About The Long Run Institute: The Long Run Institute (LRI) is an independent, non-profit forum for academic experts, business leaders and public policymakers. It provides insights from the historical analysis of long-run forces and trends to provide context and deepen understanding of the grand challenges facing businesses and government. We believe that by understanding the past, we can better appreciate the processes that have created the present and how they will shape the future trajectory of businesses, economies and societies. Through the organisation of high-impact events, the LRI creates a platform for dialogue to exchange knowledge and stimulate ideas, giving participants the opportunity to reflect on and discuss parallels from the past, and consider how these lessons apply to their own organizations.