Dr. Anne-Kathrin Zschiegner [1]

Technical Assistance Advisor, The Long Run - Preferred by Nature
Nairobi, Kenya

Anne joined The Long Run in 2011, leading on the management and coordination of The Long Run’s global community of leaders in sustainability. She took the role of Technical Assistance Advisor in 2016 to help members to embrace responsible practices, become more competitive and resilient through innovation and strategic business development through on-site and remote tailor-made technical assistance by sharing information, knowledge and experiences across the membership.

Prior to joining The Long Run, she worked at the University of Exeter Business School, United Kingdom as a Research Associate focusing on climate change mitigation and business innovation. She holds a PhD in Management, where she focussed on leadership on best practice in environmental management in small tourism businesses and a postgraduate Diploma in Geography, Environmental and Resource Economics, Environmental Protection.

The Long Run joined forces with Preferred by Nature (previously NEPCon) in March 2020, to accelerate the expansion of nature conservation by the private sector and within the tourism industry.

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