



- 79% British
- 9% Southern Italian
- 8% Irish

Bio of David Nicholson, Co-Founder Living DNA

David Nicholson, along with his wife Hannah Morden, is the co-founder of Living DNA. Living DNA, consistently ranked among the top consumer genealogy DNA kits by journalists and genealogists for its privacy policies and precision, is a family ancestry business run by a family.

David was born and raised in the English Countryside, growing up with a passion for people and business. David's talent as an entrepreneur was evident at start-up at an early age. He developed three businesses by the time he was 17 years-old beginning with an ice cream stand at six, selling t-shirts at 14 and his first Internet start-up at 17 raising \$1 million in funding.

Just a few years later, David launched DNA Worldwide Group with an aim to help people benefit from the truth that science can offer in an easy, understandable way.

In 2016, with his wife to be, Hannah Morden, they co-founded Living DNA, overseeing the company's development, technology and science activities. With an eye for identifying and delivering on what

consumers want in a consumer DNA service, David and Hannah work everyday to achieve that goal.

David and Hannah have been honored by several awards including the British Chamber of Commerce Award for Best Small Business in 2017, the UK's 2018 Insider South West International Trade Awards for International Growth, as well as Company of the Year and the 2017 Somerset Business Award for Marketing and Promotion of the Year.

David deeply appreciates and loves the fact he gets to meet and connect with so many incredible people all over the world. Spending half the year across the United States, he is always amazed by the passion people in America have for finding out more about who they are and how they fit into the world.

When not at work he loves spending time with Hannah and their two children supporting them to grow up as amazing human beings. He is also active in the local community and passionate about using DNA to help combat racism.