



- 6% Scandinavian
- 28% Southern England
- 6% African

Bio of Hannah Morden, Co-Founder Living DNA

Hannah Morden, along with her husband David Nicholson, 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.

Hannah was born and raised in Australia, growing up with a passion for communications by taking something complicated and making it simple. Her creative instincts were tapped by several global advertising agencies in London including RPM, Ltd and Ogilvy & Mather. At Ogilvy, Hannah worked on global integrated marketing campaigns for clients Unilever and SC Johnson.

In 2017 she joined her husband, David Nicholson, as co-founders of Living DNA, overseeing the company's development and marketing activities. By no means a scientist, she is brilliant at helping people understand Living DNA and giving them a great experience along the way.

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

Hannah loves people and business in that order, so relationships have always been key. She is also very passionate about having an amazing space to work, which is why she is also a director of Frome Business Park.

When she is not working, she is doing her other job raising her two children to be brilliant humans.