



**Gina Paige**  
**Founder: African Ancestry, Inc.**  
*Industry Pioneer, Innovator, Entrepreneur*

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**COUNTRY OF ORIGIN: NIGERIA**

*In 2003, Gina Paige co-founded African Ancestry, Inc., and in doing so, pioneered a new way of tracing African lineages using genetics, and a new marketplace for people of African descent looking to more accurately and reliably trace their roots. Leveraging her pioneering spirit, lifelong entrepreneurship and corporate expertise, Paige travels the world helping people demystify where they're from so that they may better understand who they are --- optimizing success in their lives, communities and businesses.*

**Pioneer, Trailblazer**

Under Paige's leadership, African Ancestry has grown into the nation's leading genetics-based ancestry-tracing company, sparking global interest, dialogue and focus on the importance of knowing who we are. Paige has traveled the world testing and revealing African roots of more than 150,000 people, while educating and informing identities. As with most great innovators, Gina's work with African Ancestry has spawned a mix of industry off-shoots and major company milestones, including reaching its 10<sup>th</sup> anniversary in 2013.

**Expert, Authority**

As the leading Black female authority on DNA-based ancestry tracing, Paige is a highly sought-after expert. Whether it's as keynote speaker, moderator, panelist or emcee, Paige's passion-infused, approachable style captures, educates and uplifts and in many cases, transforms the way people see themselves. She has taken her revolutionary products, services and wisdoms to thousands across the U.S. and the globe.

**Respected Luminary**

Many of the world's thought leaders, influencers, celebrities, dignitaries and businesses and other icons have looked to Paige to learn more about their roots. From Oprah Winfrey, John Legend and Spike Lee to Condoleezza Rice and The King Family, Paige has had a personal hand in demystifying their unknown African roots. Paige has also worked with major companies looking to join the growing trend in genealogy. She's worked **with Henry Louis Gates, Jr. on three groundbreaking PBS programs including Finding Your Roots with Henry Louis Gates, Jr. and African American Lives 1 & 2.** She has also worked with NBC's *Who Do You Think You Are?* and CNN's Black in America series, among others. Additional partners include McDonalds, Capital One, Booz Allen Hamilton, Wells Fargo, United Healthcare and dozens of community organizations and faith-based entities.

**Media Icon**

Paige has been featured domestically and internationally in media such as *Jet*, *Time Magazine*, *USA Today*, 60 Minutes, News One with Roland Martin, HuffPost Live with Marc Lamont Hill, The Joe Madison Show, The Tom Joyner Morning Show, FOX Business News, *Reuters*, *New York Times*, Canal Media Company, *Black Enterprise*, NPR, Metro Source Urban Radio, American Urban Radio Networks, The Grio.com and TheRoot.com among many others. She has also appeared in a variety of local radio, TV and print media across the country. She and African Ancestry were one of *Black Enterprise's* Innovator of the Year nominees as well as the producers of the first African-American genealogy Infomercial.

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### **Entrepreneurial DNA**

Born of a family of entrepreneurs, Paige's enterprising approach to life was shaped at an early age. At age 8, she launched a magazine purposed to raise money for a family trip to Six Flags King's Dominion. She went on to start a "Pik-A-Pak" care package logistics business at Stanford University as a recent graduate, helping families stay connected with their children while away at school.

Prior to creating African Ancestry, Paige was the founder and president of GPG Strategic Resources, a boutique New York consulting firm specializing in strategy development, new product development and project management. With her signature entrepreneurial approach, some of the nation's leading blue-chip companies benefited from her leadership and management skills for improved profitability. Sara Lee and Colgate-Palmolive are among the Fortune 200 companies she has contributed her considerable talents to.

Paige resides in Washington, D.C. and holds a degree in Economics from Stanford University and an MBA from the University Of Michigan Ross School Of Business.

### **About African Ancestry**

Founded in 2003, African Ancestry Inc. (AfricanAncestry.com) pioneered African lineage matching in the United States utilizing its proprietary DNA-database to more accurately assess present-day countries of origin for people of African descent. African Ancestry's reveals have impacted the lives of more than 100,000 African Americans including icons such as Oprah Winfrey, Isaiah Washington, Common, Condoleezza Rice, Cory Booker, Samuel L. Jackson, Ben Jealous and Andrew Young. African Ancestry also marked an historic milestone by uncovering the ancestral roots of Dr. Martin Luther King, Jr. and Marcus Garvey posthumously using the DNA of their descendants. AfricanAncestry.com has been featured on CNN's Black in America series, NBC's Who Do You Think You Are?, *Essence Magazine* and the groundbreaking PBS special "African American Lives 1 & 2" with Henry Louis Gates. African Ancestry's products include the MatriClan™ and PatriClan™ test kits as well as Ancestry memorabilia such as T-shirts, hats and authentic certificates of origin for testers. African Ancestry is African-American-owned and headquartered in Washington, DC. Visit us at [www.africanancestry.com](http://www.africanancestry.com) and join us on Facebook at [www.Facebook.com/AfricanAncestry](http://www.Facebook.com/AfricanAncestry). For general press inquiries, contact [ntaylor@africanancestry.com](mailto:ntaylor@africanancestry.com).

### **Contacts:**

Taylor Communications Group: [taylor@taylorcommunicationsgroup.com](mailto:taylor@taylorcommunicationsgroup.com)

African Ancestry, Inc.: [ntaylor@africanancestry.com](mailto:ntaylor@africanancestry.com)

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