Founder Bios

Teddy Woodward
Co-Founder & CEO

After working as an interest rate swap trader at Barclays Investment Bank in London, Teddy made the shift to crypto in 2017 as Head of Trading at Ayanda Capital. A graduate of the University of Wisconsin and London School of Economics, Teddy brings first-hand experience trading fixed income products in traditional financial markets and translates that knowledge to the world of crypto for Notional.

Jeff Wu
Co-Founder & CTO

A former analytics and data engineering manager at Atlassian, Jeff led teams of engineers and business analysts in the lead up to the company's successful IPO. After a period building custom blockchain solutions for enterprise customers at Splunk in 2019, Jeff transitioned to full-time smart contract coding on Ethereum, and leads the technical team at Notional.