

# LIV'N SPOTLIGHT

**WITH  
DEVERICK  
WILDER**

OF UTOPIA GENETICS



**Deverick Wilder**



**@deverickwilder**

# LIV'N

YOUR LIFE · YOUR WAY

## HOW YOU LIV'N? HOW DID YOU GET STARTED AND HOW DID YOU GET TO WHERE YOU ARE AT TODAY?

I'm LIV'N every day to the fullest, enjoying life as a multi-faceted entrepreneur, father, friend, and philanthropist. I got started on this journey years ago as a poor kid with rich kid dreams. I kept my eyes on the prize, so to speak. Through many obstacles, I learned to keep marching forward no matter what.

## WHERE DO YOU GET YOUR INSPIRATION FROM?

My desire to be the best person I can be in every area of my life is what inspires me on a daily basis. No matter how good we are, we can always improve and should always look for ways to do that.



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## WHAT HAS BEEN THE MOST CHALLENGING PART OF YOUR JOURNEY?

The most challenging part of my journey has been accepting that setbacks will happen then turning those into a positive learning experience. I do not struggle with this anymore, but once upon a time I did. I wanted to excel at everything and had to swallow some pieces of humble pie along the way to get to where I am today.

## WHAT HAS BEEN THE MOST REWARDING PART OF YOUR JOURNEY? WHAT ARE YOU MOST PROUD OF?

The most rewarding part of my journey has been giving my daughters a life I never had growing up and also being able to give back to help others in need, which is very important to me.

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**NO MATTER HOW GOOD WE ARE, WE CAN ALWAYS IMPROVE AND SHOULD ALWAYS LOOK FOR WAYS TO DO THAT**

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**WHAT'S SOMETHING ABOUT YOU THAT NOT A LOT OF PEOPLE KNOW? WHAT MAKES YOU UNIQUE?**

Not a lot of people know how attentive I am to details in almost every aspect of my life. I'm an imperfect perfectionist. I say imperfect because no one is perfect; but, we can all strive to be the best version of ourselves each day.



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**I'M AN IMPERFECT PERFECTIONIST. I SAY IMPERFECT BECAUSE NO ONE IS PERFECT; BUT, WE CAN ALL STRIVE TO BE THE BEST VERSION OF OURSELVES EACH DAY**

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**WHAT ELSE DO YOU WANT TO ACCOMPLISH IN LIFE?**

I have a company in which I am part owner and I want to see that company, Utopia Genetics, change the world through our plant-based alternatives to plastics.

**WHAT'S SOMETHING YOU'VE LEARNED ABOUT LIFE THAT COULD HELP SOMEONE ELSE?**

I've learned that life is unpredictable; it has peaks and valleys. You have to be able to adapt to the ebb and flow of it all by keeping your eyes toward the future but never forgetting from where you came.