

Jessica Hornyak
Biomedical Engineering
Innovation Fellows Program - University of Florida
Herbert Wertheim College of Engineering/Warrington College of Business

Jessica Hornyak is a senior at the University of Florida's Herbert Wertheim College of Engineering, graduating with an undergraduate degree in Biomedical Engineering and a concentration in Biomaterials and Regenerative Medicine.

Throughout her time at UF, Jessica has been involved in research positions and leadership roles that focus on her combined interests in biomedical engineering and the marketing and advertising space. As an undergraduate research student in Dr. Blanka Sharma's lab for over three years, Jessica was selected to be a University Scholar for the 2018-2019 year. As a University Scholar, she helped plan, develop, and execute a research project that focused on creating an in vivo model of osteoarthritis due to anterior cruciate ligament rupture. She presented this research at national conferences and was published in the Journal of Orthopaedic Research. In addition, Jessica was awarded and selected to the National Science Foundation funded Entrepreneurship Undergraduate Research Experience at the University of Connecticut. Here, she was exposed to the process of taking a research project from the laboratory to the public market space. Jessica also volunteers as a Peer Advisor and helps lead Public Relations for the Center of Undergraduate Research. She advises students weekly on how to get involved in research opportunities and creates informative graphic designs that promote the Center's events.



Outside of the research realm, Jessica founded a marketing solutions company and has worked with various entrepreneurs in the Gainesville area in the fields of medical products, fashion design, and photography accessories. She has created comprehensive, multi-page marketing plans that identified key customer segments and advertising schedules for her clients. In addition, she completed a marketing internship at Concept Companies, a successful local startup turned commercial real estate powerhouse. There she participated in meetings focused on the company's future growth strategy and helped identify new development opportunities in the states of Florida and North Carolina. She was then recruited to work at The Agency, an advertising firm housed in the University of Florida's College of Journalism and Communications. There she was an Account Supervisor and led an award-winning advertising campaign for the client Orangetheory. She managed a 15-person team consisting of graphic designers, copywriters, photographers, account associates, research analysts, and shared, owned, and paid media specialists. She directed client meetings, identifying and addressing the client's needs. Jessica's ultimate goal involves an amalgamation of her passion for business and her desire to advance medical technology. She believes pursuing a PhD/MBA combination would help her achieve this goal.