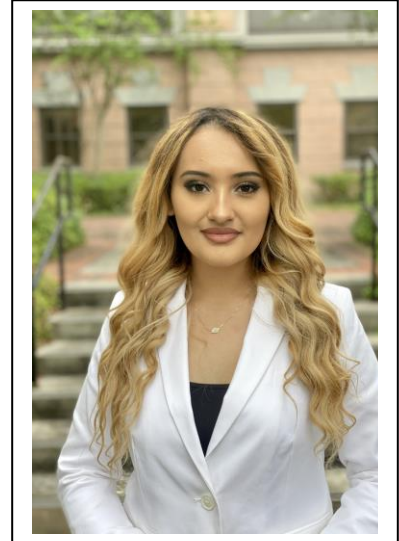


**Alyssa Moser**  
**Business Administration**  
**Innovation Fellows Program - University of Florida**  
**Herbert Wertheim College of Engineering/Warrington College of Business**

Alyssa Moser is a junior at the University of Florida's Warrington College of Business. She currently studies Business Administration and specializes in Anthropology, scheduled to graduate in 2023. Alyssa's interests include entrepreneurship, Greek mythology, the environment, traveling, and music.



Following in her father's footsteps who started his own remodeling business after working for a company for 15 years. She plans to do the same by building her business off of ethical decisions and values that keep her grounded. Combining her interest, Alyssa is an aspiring entrepreneur who strives to improve the world with her plans to start an eco-friendly business, determined to use her anthropological background to implement strategies that will make her business accessible to everyone no matter their culture, needs, or conditions.

Starting her college experience at Santa Fe College as a first-generation college student lead her to many new experiences and opportunities. During her time at Santa Fe College, she was a member of the Honors Society. Challenging herself by taking on honors classes and getting involved with the Santa Fe community was one of her short-term goals, which she achieved within a couple of months. Along with the Honors Society, she also was a member of Phi Theta Kappa, enabling her to have a supportive community to rely on.

Traveling was a major goal of hers. However, it was out of the question due to unforeseen circumstances. Therefore, she joined a virtual exchange program through an organization named Global Solutions. She took the role of business coordinator while working alongside another business coordinator in Iraq. Throughout this program, her team was able to develop a sustainable way to create art out of glass. Her time was well spent, as she communicated with people across the world, giving her insight into how countries are going about being environmentally friendly.

Outside of her classes, she became one of the first members of Santa Fe's Anthropology Club. She also was an active member of the Emerging Leadership organization. She was able to obtain a certificate in leadership, along with a deep understanding of leadership qualities and ethics. Before transferring to the University of Florida, she started her internship at Wagstaff Music Studio and Percussion, where she used social media to market upcoming events and new lesson plans to improve and maintain customer flow. Alyssa plans to use her environmentalist mind set, appreciation for culture, interest in traveling, and experience in marketing as a way of differentiating her forthcoming business from the rest.