



Jordana A. Holovach

Jordana Holovach is a branding specialist with an expertise in public relations, marketing and experiential event production. Her experience began in the non-profit arena when her first child, Jacob, was diagnosed with Canavan disease, a rare fatal genetic brain disorder. Prior to Jacob's birth, Jordana was a publicist at two of New York's top consumer public relations firms where she worked exclusively on pharmaceutical and beauty accounts.

From 2000-2014, Jordana was Director of Jacob's Cure, the non-profit organization she founded because of the great need to fund research and raise awareness for Canavan disease. By maximizing her industry relationships from coast to coast and developing strategies to promote awareness for this unknown orphan disease, Jordana was able to put Jacob's Cure on the map along side more recognizable organizations and successfully produce and execute campaigns that raised 10 million dollars from both private donations and government funding.

This heightened awareness assisted Jordana in accessing influential board appointees, supporters and critical partnerships with various companies and corporations. From biotech research collaborations to consumer product partnerships, to a genetic disease exhibit at the New York Museum of Natural History in which Canavan disease was featured, Jordana sought out and implemented impactful partnerships and campaigns that further elevated the Jacob's Cure brand.

By increasing visibility of Jacob's Cure and Canavan disease, Jordana was able to move mountains on Capitol Hill. She garnered key legislative support and built critical relationships at the National Institute of Health (NIH) and the Food and Drug Administration (FDA). This persistence and her congressional testimony over the years would lead to over three million dollars in federal funding for Canavan research and the approval of two Canavan gene-therapy trials.

Now, as a consultant for non-profits and companies who seek assistance with branding, relevant event marketing, planning and production, donor/customer cultivation, strategic relationship connections, public relations and social media campaigns and connectivity, Jordana looks forward to working on various initiatives in which she can make an impact.

Jordana is a Board Member at Blythedale Children's Hospital. She lives in Harrison, NY with her husband, Gareth, and two daughters, Remi and Hailey. Jacob succumb to Canavan disease in January 2016 at the age of 19...10 years past his life expectancy.