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Entrepreneur inspires others with his open-minded approach to experiences.

“The Spectrum lecture by **R. Marcelo Claure** was phenomenal,” said **Carole Bernstein** (MA ’73) who attended as part of the *Introduction to Entrepreneurship* course for undergraduates, taught by **Maija Renko**, visiting assistant professor, Department of Management and International Business.

That’s high praise, since Bernstein is herself an entrepreneur: founder of Get Smart, a store that supplies teachers with what they need for the classroom.

“The story he had to tell was that you have to take advantage of every situation because you never know where something might lead,” she said.

In a talk titled “Global Entrepreneurship: The Practice of Running a 24-Hour Organization,” Claure—founder, chairman, CEO, and president of Brightstar Corporation, the world’s largest wireless distribution and supply-chain company, painted a compelling picture for his audience of his stellar rise to success by being alert to opportunities.



**R. Marcelo Claure**

*Claure stresses importance of being receptive to experiences.*

“He told us about striking up a conversation with someone he met on a plane traveling from the United States back to his native Bolivia,” Bernstein said. “It was a chance meeting that led to his transforming one of the world’s worst soccer teams into a leading one—even though he wasn’t a soccer player himself and hadn’t planned on going in that direction.”

After describing his other career ventures, he recapped the struggles and successes of Brightstar, which he founded in 1997. He has built the company into a global power, with more than \$3 billion in revenues, a global infrastructure that spans 32 countries on five continents, and has more than 30,000 customers worldwide. He was named the 2001 Entrepreneur of the Year by Ernst & Young, 2001 Entrepreneur of the Year by *USA Today*, and 2003 Hispanic Entrepreneur of the Year by *Hispanic Business* magazine.

“What struck me most was his passion,” said Renko, who works with the Pino Center to identify speakers of likely interest to her students. “When people have limited resources and want to be entrepreneurs, they may give up, but he stressed the importance of entrepreneurial passion. Anything he does, he does 100 percent.”

“He made us realize that you can’t be close-minded,” Bernstein said. “What he’s done is amazing.”

The Spectrum Series is part of the Kauffman Lecture Series on research, family business, innovation, and entrepreneurship. The Pino Center and International Studies co-sponsored the lecture, which took place on November 20, 2006, in the MARC Pavilion on the University Park campus.

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