

# The Science of Opportunity: Making Career Decisions That Work

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- McConnell Engineering Building, Rm 11 , 3480 University Street

Howard Melamed, CEO and President, CellAntenna Corporation, author of the critically acclaimed *The Science of Opportunity*, described as a "Must Read Book for 2008"!

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## About the Author

Howard Melamed is living proof that his book, *The Science of Opportunity*, works. Born in 1956 in Montreal, Quebec, he graduated in Civil Engineering at McGill University in 1980 and used his education to fuel his first entrepreneurial endeavours: construction management and computer consulting.

As Howard moved through life, he continued to see opportunity where others did not and then capitalize on his insight. Some of his more memorable ventures include blowing into Florida with Hurricane Andrew on his tail, just in time to help the area rebuild; and using his foresight as a marketer to ride the crest of the Internet wave with his ecommerce store—all unique openings he identified and developed following the principles of *The Science of Opportunity*.

To those who might say he is lucky, Howard explains that luck had nothing to do with it. He always found a way to be open to, recognize and act on opportunity when it came his way. "You don't have to be lucky to be successful" is his claim.

Today Howard is CEO and President of the CellAntenna Corporation, a multinational, multimillion-dollar telecommunications service company with employees worldwide. Starting the business in 2002, Howard has grown his company from "mom and pop" to a 35-employee multimillion-dollar, multinational operation. He has opened up offices and warehousing facilities in Kings Langley, England, and Lodz, Poland, and has travelled the world seeking opportunity and advancing the company.

As an expert in cellular technology he has appeared recently on MSNBC, Fox News, local television and he was interviewed by Associated Press, *International Tribune*, the *New York Times*, *Chicago Tribune*, and on numerous radio talk shows.

Recently *Entrepreneur Magazine* published an article on his ventures. He has lectured about entrepreneurship at universities worldwide, and has presented to first responders his white paper on "Understanding the Threat of Cellular Communication used in the Remote Control of Improvised Explosive Devices."

He continues to contribute articles to various media publications and had his first book published, *The Science of Opportunity*, this year. Howard Melamed is currently working on three books he intends to

publish in 2008 and 2009, including *The Convoluted Thoughts of a Canadian American*, *The Family of Values* and *Ninety Miles to Cuba: The Second Revolution*.

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