

Enginasion's CEO combines technical expertise and empathy

In his "other" life, Dave Bonneau is a musician, singer and actor. His ability to *empathize* with his clients stems in large part to his years of experience on the stage. "I try to *be* the character as an actor, and *be* the client as a consultant."

"Empathy"— the ability to understand and to share the feelings of another.

20 YEARS AGO, DAVE BONNEAU FOUNDED ENGINASION (FORMERLY INDUSTRIAL AUTOMATION SYSTEMS). IN THAT TIME, HIS COMPANY HAS SOLVED SOME OF THE MOST DIFFICULT TECHNICAL PROBLEMS ACROSS A VARIETY OF INDUSTRIES.

The secret to Dave's business success? *Empathy*. "Putting yourself in the shoes of your customer or client and *really* seeing, and *feeling*, the pain from his point of view," insists Dave, who credits his father's and his grandfather's passion for spawning his commitment to engineering. Dave's grandfather, Frank Bonneau Sr., nicknamed "The Professor," was a cabinet-maker for the Worcester (MA) Foundation for Experimental Biology—when test equipment was made of wood. Frank Sr. and the Foundation's biggest claim to fame is the invention of "the Pill," the world's first birth control drug. Frank Jr., Dave's father, was an electrical and mechanical engineer in Massachusetts before founding Bonneau Industrial Automation Systems in 1975, mortgaging the family home to start-up the business. Given Dave's pedigree, it is no surprise that he was "very good at making things work" beginning at a young age.

In 1990, Dave's father retired, and Dave founded Industrial Automation Systems, now Enginasion. He eagerly credits his father's mantra—"Love your customers"—as the foundation of his Company's success in business. Enginasion solves some of the most difficult technical problems involving process control, manufacturing automation, and product development, providing clients with electronic, mechanical and software engineering services from concept to production. "I try to *become* the character as an actor, and I try to *feel* my customer's pain from the technical challenge he faces."



David Bonneau
Entrepreneur, Engineer,
Musician, Singer, Actor

Enginasion CEO and baritone Dave Bonneau has appeared as a soloist, actor and percussionist throughout New England—performing as a soloist with the Lancaster Chamber Orchestra, The Worcester Chorus, Assabet Valley Mastersingers, Worcester Mastersingers, Southborough Pilgrim Church Festival Chorus and Orchestra, Metrowest Symphony Orchestra, Greater Worcester Opera, Chicago College For Performing Arts, and Opera Del West. As an actor, he has performed principal roles in The Sound of Music, The Secret Garden, Scrooge, Fabulous Fable Factory, Beauty & the Beast, Children of Eden, Once On This Island, Oliver, The Impresario, Amahl and the Night Visitors, Die Fledermaus, Gianni Schicchi and Mikado. He also performs in pit bands, ensembles and studio productions spanning traditional drum set and hand drums with additional fluency in African, Latin and electronic drumming styles.