



# Dave Bonnstetter

**D**ave Bonnstetter is founder and co-chairman of the board of Target Training International (TTI) and CEO of Success Insights, Inc. Established in 1984, TTI develops and markets research-based, validated assessment products that are available in more than 50 countries and 26 languages.



Bonnstetter's role includes working with Success Insights' management team to expand internationally with new markets and language translations. He also leads the programming aspect of the company, which provides the software and logistics that allow TTI to hold a competitive edge in the assessment industry.

Bonnstetter's technical knowledge and expertise in software development have positioned TTI as a leader in using technology to enhance human resource assessment tools. Dave Bonnstetter began working with his father, TTI co-founder and president Bill J. Bonnstetter, in high school by writing a software program that created accurate reports from behavioral assessments. With the creation of the original Managing For Success® software, Dave helped launch TTI with the first computerized DISC assessment. Today, assessments are made available through over 30 software programs, in 26 languages and used by more than 5 million people worldwide.

He and his father also collaborated on the Success Performance Index program, which received a U.S. patent for creating personalized reports that integrate both values and behavioral evaluations. In 1992, Dave was lead architect in designing the Managing for Success software collection for hard-drive applications, eliminating the need for floppy disks to run the products. This innovation created search and reorder capabilities that were not previously available.

With Bonnstetter's direction and attention to intellectual property, TTI became the first to deliver assessments and reports via the Internet with their patented Internet Delivery Service™ (IDS). The IDS system enables customers to access assessment tools online at anytime and includes sophisticated administrative options and capabilities for users to manage their accounts and clients. The accessible and quick process of completing an assessment online, scoring the assessment immediately and sending a detailed and accurate report back to the individual creates a compatible tool for the workforce.

Bonnstetter received an honorary Doctor of Science Degree in 2007 from TTI University for his unique and creative contributions to computer technology. Bonnstetter received his bachelor's of Business Administration Degree in accounting from the University of Iowa in 1985. He also earned membership in Beta Gamma Sigma, the highest recognition a business student anywhere in the world can receive.

Bonnstetter serves on the board of the Bonnstetter Family Foundation, which supports charitable activities by making grants for educational, religious, literary, scientific, or other charitable purposes. Through TTI, over \$1 million in assessments are donated each year. Bonnstetter enjoys spending time with his son, Alec, playing golf, skiing and traveling.

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