

Since 1994, Bonnie Wingate has been connecting executives with the power Insigniam provides to catalyze breakthrough results in their most critical and challenging initiatives. She has worked with executives of Fortune 500 companies in a variety of industries, including medical devices, pharmaceuticals, fast-moving consumer goods, food and beverage, and banking.



Among Bonnie’s clients are a medical device company that accelerated its R&D timeline by 75% in four and a half months, an IT department that raised its ComputerWorld ranking from #170 to #17 in one year, and the R&D division of a consumer product company that created and commercialized what the industry called “the holy grail” product. The company’s products held the top three places in the market for years, and for six years they and their competitors had been working on the next-generation product. The company which solved “the holy grail” would own the category’s future. After just six months of working with Insigniam, R&D created the product that had evaded them and their competitors for years, retaining market dominance.

In addition to working with Insigniam’s clients in Hong Kong while living there on assignment, Bonnie’s work took her to China (Beijing and Shanghai) and Thailand (Bangkok). Bonnie has also worked with Insigniam’s global or international clients in Europe, Mexico, Canada, Japan and Australia.

Before joining Insigniam, Bonnie grew the start-up division of a local personnel service from the ground up. After seven years under her leadership, Day & Zimmermann (D&Z) purchased her company. She was an Executive Vice President before the purchase and retained that position during the five years with D&Z; she was the first female executive at D&Z and opened that door for other women.

Bonnie has been an active volunteer in several organizations during her career and often held positions of leadership. Currently, she is a Board Member of the Maternity Care Coalition in Philadelphia. Acting on her passion and commitment to developing leaders, she served as President of the Greater Philadelphia Chapter of the Healthcare Businesswomen’s Association. She formerly held the position of Vice President and President-Elect and was a member of the HBA Board for six years. She holds a B.A. in Journalism from Indiana University, Bloomington, Indiana.

Awards and Recognition

- Leader in Generating Value, Insigniam, 2010, 2012
- Leader in Inspiring Her Teammates, Insigniam, 2005, 2010
- Leader in Increasing Her Value, Insigniam, 2010, 2020
- Luminary Award, Healthcare Businesswomen’s Association, 2024

Public Speaking and Service

- President, Greater Philadelphia Chapter, Healthcare Businesswomen's Association, 2017
- Speaker, Indiana University Women in Philanthropy Retreat, 2017
- President-Elect, Greater Philadelphia Chapter, Healthcare Businesswomen's Association, 2016
- Vice President, Greater Philadelphia Chapter, Healthcare Businesswomen's Association, 2015
- Executive Committee, Greater Philadelphia Chapter, Healthcare Businesswomen's Association, 2015 – present
- Generation W Workshop Leader, 2016 Community Advisory Committee, University of Delaware Resident Ensemble Players, 2015 – present
- Workshop Leader, Healthcare Businesswomen's Association Annual Conference, 2015
- Speaker, Healthcare Businesswomen's Association Annual Conference, "Creating Dramatic Growth Through Sustained Innovation," 2014
- Director-at-Large, Greater Philadelphia Chapter, Healthcare Businesswomen's Association, 2012-2013
- Designed and founded Fit to Lead program, an Affinity Group within the Healthcare Businesswomen's Association that connects fitness and leadership, 2012
- Served on a leadership team that produced the Annual Global Leadership Conference for the Healthcare Businesswomen's Association, 2010 and 2011
- Board member, Fresh Start Scholarship Foundation, the charitable arm of Wilmington Women in Business, 2003 – 2004
- Volunteers in academics, women's workplace equality, career advancements, and church groups

Thought Leadership Articles

- [PepsiCo's Packaging Revolution](#), *IQ Insigniam Quarterly*, Fall 2023
- [Fortune 500 Female CEOs in 2021: Breaking Three Records!](#), Insigniam Blog, July 2021
- [Speech that is an act. What does this mean?](#), Insigniam Blog, July 2021
- [Being Visible in the Digital Age](#), Insigniam Blog, October 2020
- [Why invest to develop your network?](#), Insigniam Blog, September 2020
- [DEO: An Innovation in Leadership](#), Insigniam Blog, June 2020
- [Relationship, Relationship, Relationship](#), Insigniam Blog, October 2019
- [Inspiration: A Key To Transformational Leadership](#), Insigniam Blog, May 2019
- [Big Data And You...Yes, YOU!](#), Insigniam Blog, February 2018
- [Game Changing Innovation](#), Insigniam Blog, February 2018
- [Redefining Failure Leads To Breakthrough Performance](#), Insigniam Blog, October 2017
- [Transformational Leadership: A Must Have](#), Insigniam Blog, September 2017
- [Curiosity And The C-Suite](#), Insigniam Blog, February 2017
- [Those Millennials And Culture Change](#), Insigniam Blog, April 2016
- Co-author, [Transformational Leadership Development Starts with Fitness](#), *IQ Insigniam Quarterly*, Spring 2016
- [Wayne Gretzky And Tips For Breakthrough Performance](#), Insigniam Blog, July 2015
- [Acknowledgment: Power Tool For Transformational Leaders](#), Insigniam Blog, April 2015

- [Building A Passion For Growth, IQ Insigniam Quarterly®](#), Spring 2015
- [Primed For Breakthroughs](#), Insigniam Blog, February 2015
- [RESPECT: A Tip For Transformational Leadership](#), Insigniam Blog, December 2014
- [Managing Change: Increase Women's Confidence And Increase Their Career Potential](#), Insigniam Blog, October 2014
- [Culture Change: Being Simply Irresistible](#), Insigniam Blog, September 2014
- [Breakthrough Performance: Increasing Your Productivity](#), Insigniam Blog, March 2014
- [Golf And Breakthrough Performance In Business](#), Insigniam Blog, February 2013
- [Barriers Are Fuel For Innovation](#), Insigniam Blog, November 2012
- [Discipline As Inspiration?](#), Insigniam Blog, November 2012
- [Are Your Managers Complacent Or Just Uninspired?](#), Insigniam Blog, September 2012
- [What Does Smiling Have To Do With Off-The-Charts Performance And Results?](#), Insigniam Blog, August 2012
- [How To Show Employees They Can Count On You](#), Insigniam Blog, August 2012
- [5 Simple Ways You Can Let Employees Know They Can Count On You](#), Insigniam Blog, August 2012
- [Leadership And Failing](#), Insigniam Blog, July 2012

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