Pinto's Points

HOW TO WIN IN THE AUTOMATION BUSINESS

By Jim Pinto

ISA™

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About Jim Pinto

Technology futurist, angel investor, speaker, writer, industrial automation commentator, acquisition analyst, and business consultant—all these identifiers aptly describe Jim Pinto.

Now "retired," Jim burst onto the global industrial controls scene more than 30 years ago when he founded signal conditioning leader Action Instruments. Jim served as its President and CEO until Action was acquired in 1998; it is now part of Invensys.

Jim defines retirement as doing what one wishes to do. He remains active in business through his *JimPinto.com eNews*, which he publishes every couple of weeks. His e-newsletter has gaining increasingly wide recognition because the topics he covers are subjects most industry magazines and journals tend to shy away from—reviews of corporate cultures, analysis of ailing businesses and flailing management, management advice for engineers, sales people and marketers, technology prognostications, and sometimes even societal and political commentary.

A prolific writer, Jim writes regularly for several journals and magazines. All the "Pinto's Points" in this book, for example, were included in the weekly e-mailed newsletter, *InTech News*, published by ISA's flagship *InTech* magazine. Jim's Website JimPinto.com started out as a repository for all his writings and is now recognized as a significant resource for commentary on major automation companies, changing corporate cultures, major acquisitions, technology trends, and futures topics.

An electronics engineer by background, Jim was born in India and lived in England about eight years, where he founded KPE Controls. He moved to the United States in 1968, initially working for Burroughs Corp. in Pasadena, Calif. Jim then moved to San Diego, where he founded Action Instruments in 1972.

Jim was named *Small Business Person of the Year for the State of California* in 1980. He has been featured in many books and national journals, including: INC - *A Call to Action* - November 1983; INDUSTRY WEEK - *A Manager for All Seasons* - June 1992; ESQUIRE - *Re-defining the Role of the Employee* - May 1983. He is featured prominently in Joel Kotkin's *California Inc.* and is mentioned in Naisbitt's *Re-inventing the Corporation*, as a pioneer in participative management. In July 1993, Action Instruments was named by INC magazine as one of the *Employers of the Year - Workplaces Employees Love!*

Jim has traveled widely throughout the world, and has significant experience in the comparative study of American, European, and Japanese business cultures. He serves as an international consultant in strategic business planning, marketing, sales channel development, technology planning, and acquisition strategy. He is a Member of the Association of Professional Futurists and the World Future Society.

Jim lives in San Diego. His interests include technology futures (he is a popular speaker on the subject); technology investments (Managing Partner at Angel-Money.com); writing; and poetry. Jim has been called *The Poet Laureate of the Instrumentation Industry*. His poetry has been published internationally. He also enjoys music (piano, MIDI), chess (he's not a master, but he likes it), and surfing the Internet.