



Boiling Point

Inspiring Business Teams to Align, Innovate & Succeed

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Founder & CEO

[+ More about our Team](#)

Some of our clients:

- [AT&T](#)
- [American Express](#)
- [Avaya](#)
- [Hanley-Wood](#)
- [Frito-Lay](#)
- [IBM](#)
- [Time Warner](#)
- [Pepsi-Cola](#)
- [Novartis](#)
- [Unilever](#)

Blueprints for Profitability™

Our program will inspire your business team to deliver clear, quick, gross margin wins through a highly interactive process that creates real involvement and high commitment.

[+ More about our work for Unilever](#)

Brand Development

Profitable and enduring brands are clearly positioned, logically extended and powerfully activated. We'll help your best thinkers to rapidly develop and create team commitment around:

- Unique brand value propositions
- Powerful brand extensions
- Brand activation plans that integrate multiple platforms

[+ More about our work for Novartis AG](#)

[+ More about our work for Pepsi-Cola](#)

Seminars & Keynotes

Jerry Shrair is a consummate professional who knows how to generate excitement and creativity. In just a one hour keynote or 1/2-day seminar, Jerry will not only help you hone the "promises" of your brands, he will give you tools for activating them. You'll come out of this seminar or keynote with information that is applicable, inspirational and actionable.

[+ More about our work for Time Warner](#)

Conference Services

We'll help you create an exceptional and synergist conference experience. Your executives will come away with multiple ideas to save money and improve the bottom line by learning the Boiling Point consensus-building methodology. The collaborative format of the conference will make it very natural for your executives to create connections with people they are meeting for the first time.

[+ More about our work for Hanley Wood](#)



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Founder & CEO

Our Promise

"Step-by-step, we will inspire the best thinkers from across your company to generate innovative solutions and to establish the team alignment needed to execute them successfully."

The Boiling Point Story

Boiling Point Founder and CEO Jerry Shrair began to craft his powerful collaborative approach to business innovation at Pepsi-Cola where he was Pepsi's first head of creative development. Boiling Point's proprietary methodology combines on-site, guided workshops with simple online review & ranking exercises – a method designed to rapidly reveal the native brilliance and problem-solving creativity that already lies within an organization. Since its inception in 1996, Mr. Shrair has led Boiling Point to become a leading international innovation and branding consultancy with clients that include Time Warner, Novartis AG, Pepsi-Cola, Unilever, American Express, Hanley Wood, IBM and AT&T.



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- American Express
- Avaya
- AT&T
- FCB Advertising Worldwide
- Fisher-Price
- Frito-Lay
- Guinness
- Hanley Wood
- Harcourt Brace
- IBM
- InterActiveCorp
- International Paper
- KFC
- Merrill Lynch
- Motts Foods
- Nabisco
- Novartis
- Pearson plc
- Pepsi-Cola
- Scheffelin and Somerset
- Software Spectrum
- Taco Bell
- Time, Inc.
- Unilever

Projects & Clients Quotes

Novartis AG

Project: Novartis selected Boiling Point to lead a diverse global team in their development of a global branding strategy for an emerging healthcare business including the moderation of a series of focus groups with MDs.

Client Quote:

"Working with Boiling Point has been an education and an exhilarating experience" It was encouraging to work with a team that challenges your thinking and pushes you to strive for excellence, and they get it!"

**Project Team Leader & Global Brand Manager
Novartis AG**

Time Inc.

Project: Time Inc., with a portfolio of more than 125 of the world's most popular, powerful and trusted brands, needed a compelling and interactive branding workshop to kick-off its 2008 Power Lunch program, a monthly series of initiatives sponsored by Time Inc. Human Resources and Consumer Marketing.

Client Quote:

"Jerry Shrair is a consummate professional who knows how to generate excitement and creativity. In just one hour, Jerry not only helped us hone the "promises" of our brands, he gave us tools for activating them. We came out of the workshop with information that is applicable, inspirational and actionable".

**Maria Postell
Senior Professional Development Manager
Time Inc**

Time Inc. participants talk about the results of Boiling Point's Branding Seminar: