

Pivoting from Project-Led to Product-Led

Company Name: JurisTech
Industry: Technology & IT Services
Revenue: -
Employees: 201-400



Mission-critical priority

Wai Hun, CEO at JurisTech, sought support from Gartner to transition from a project-led to a product-led organization. The client worked with Gartner to adopt product management frameworks and improve productivity and efficiency.



How Gartner helped

The client used:

- **Product Management frameworks** to shift their business model.
- **Industry Insights** into trends, customer needs to align product strategy with market demands
- **Analyst engagement** including office visits, gave strategic advice, feedback and support during transformation.



Outcome

With support from Gartner for Startup Tech CEOs, the client:

- **Shift** from a project-led to a product-led company, enabling more scalable and sustainable growth.
- **Measurable** improvements in productivity and operational efficiency.
- **Leadership** was able to focus on external market trends and customer needs.

"I always think as the CEO, right? That I have to be the visionary and the strategic thinker and, I do not want to be someone that's always looking in and I feel with Gartner, I'm actually looking out." - Wai Han See, CEO