Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Growth-focused product leader with 8+ years of experience driving user acquisition, PLG adoption, and internal tool optimization across SaaS and cloud platforms. I've built frictionless onboarding systems, viral sharing mechanics, and modular workflows that boost activation, retention, and self-serve scale. From launching mobile platforms with zero marketing spend to embedding experimentation directly into product architecture, I thrive on building scalable growth loops and data-driven systems that drive real business results—fast.

Employment History

Head of Product, Wercflow , New York | Berlin

JANUARY 2022 — JANUARY 2025

- Led the end-to-end development of an internal platform used by media professionals to manage projects, streamline campaign workflows, and eliminate manual operations—serving 20k+ users globally.
- Designed a modular configuration system to automate onboarding, internal adoption, and reporting, reducing time-to-activation by 45% and boosting weekly active users.
- Consolidated fragmented tools into a unified workflow suite, enabling seamless collaboration across production, creative, and client-facing teams while maintaining platform stability.
- Embedded rapid experimentation (A/B testing, user triggers, behavior analytics) directly into the product stack—accelerating iteration cycles and driving improvements in engagement, retention, and conversion (PLG).

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 — DECEMBER 2021

- Led end-to-end development of 25+ SaaS and marketplace applications, serving 2.5M+ users within the first year.
- Integrated AI-powered tools to streamline internal processes, increasing operational efficiency by 25%.
- Directed cross-functional teams (engineering, design, data) in agile environments, accelerating time-to-market for high-impact features.
- Defined product strategies leveraging cloud infrastructure (AWS, Azure) and embedded data-driven decision frameworks (KPIs/OKRs).

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 — OCTOBER 2019

- Launched mobile platform achieving 500K+ in downloads with $0 marketing budget
- Prioritized user feedback and analytics to guide rapid product iterations, resulting in sustained engagement and market traction
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website—driving an 11% increase in conversion rates.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Workflow Optimization & Automation

Zero-to-One Product Development

Go-to-Market Strategy

Data-Driven Product Strategy

UX/UI Collaboration

Cross-Functional Team Leadership

SaaS & Cloud Platforms (AWS, Azure)

Automation & Workflow Optimization

Agile & Lean Methodologies (SCRUM, SAFe))

Technical Stakeholder Management

Product Roadmapping & Execution

Languages

English

German

Spanish

Product Manager, 19th & Park, New York

MARCH 2016 — AUGUST 2017

- **Launched Treauu**, a creative content, experiential, and production agency delivering projects across **New York, LA, Atlanta, London, and Paris-** , establishing a global footprint in the media and production industry.
- **Led end-to-end development of Treauu's iOS platform and marketplace-** , managing the full product lifecycle from ideation and strategy to design, development, and launch—connecting production professionals worldwide.
- **Partnered with top-tier clients** including **Nike, Frank Ocean, Asics, Le Book**, and **Colgate**, driving concept development and strategy for digital, omni-channel campaigns, experiential activations, and innovative products.
- **Collaborated with creative and production teams** to deliver high-impact pitch materials—crafting **RFP responses, proposals, pitch decks, SOWs**, and interactive prototypes that secured key projects and client engagements.

Business Analyst, S&P Global Markets , New York

JUNE 2014 — JANUARY 2016

- Led financial analysis and forecasting for a multi-million dollar PC refresh project, resulting in a projected $15 million quarterly cost reduction

- Oversaw the R&D and Section 1099 Tax Credit initiative in collaboration with PricewaterhouseCoopers, engaging senior stakeholders to secure significant IRS tax credits

- Analyzed and streamlined internal project management and budgeting processes, enhancing reporting accuracy and operational efficiency.

- Defined business requirements and coordinated with technical teams to deliver timely system updates and off-cycle releases, improving workflow continuity.

Analyst, Goldman Sachs, New York

JANUARY 2013 — JUNE 2014

- Partnered with Talent Acquisition, HR, and business leaders to deliver data-driven insights that optimized workforce strategy and informed executive decision-making across the Securities division.

- Designed and developed advanced visualizations to illuminate key workforce trends, uncovering opportunities that drove strategic initiatives within the global organization.

- Led root cause analyses on critical operational and talent-related issues, implementing data-backed solutions and establishing tracking mechanisms to ensure measurable, continuous improvement.

Education

BSc, Saint John's University, New York City

AUGUST 2008 — MAY 2012

Double in Finance & Integrated Marketing