

Isaiah Pegues

DIRECTOR OF PRODUCT MANAGEMENT

Profile

Dynamic Director of Product Management with extensive experience leading product strategy and execution in AI-powered environments. Proven track record of driving user growth, achieving 20,000 users at Wercflow, and enhancing user engagement through data-driven insights. Skilled in cross-functional leadership, I excel at defining product roadmaps and leveraging market trends to deliver user-centric solutions. Passionate about experimentation and continuous improvement, I am committed to shaping innovative products that resonate with users.

Employment History

Founder & Head of Product, Wercflow, New York | Berlin

JANUARY 2022 – JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, enhancing user growth strategies to scale to 20,000 users.
- Implemented automated onboarding processes, boosting activation rates by 45% through behavior-based triggers and frictionless funnel optimization.
- Engineered self-reinforcing data loops that improved user engagement and retention, leveraging AI-powered recommendations for personalized experiences.
- Established a rapid experimentation culture, running A/B tests to optimize product features and drive continuous improvement in user satisfaction.

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 – DECEMBER 2021

- Led product strategy across core authentication, provisioning, and security apps, serving 2.5M+ users within the Atlassian ecosystem.
- Shifted product focus to cloud-native, user-friendly marketplace solution, moving away from legacy enterprise tooling to scalable SaaS offerings—accelerating adoption and retention.
- Introduced AI-driven automation to simplify complex security workflows, reducing setup time and boosting customer satisfaction.
- Championed a data-driven roadmap, embedding KPI/OKR frameworks to align cross-functional teams around growth, usability, and cloud migration goals.

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 – OCTOBER 2019

- Launched and scaled a UGC-driven marketplace connecting creators and global beauty brands, achieving 500K+ downloads with zero marketing spend.
- Built a rapid experimentation engine, running over 50 A/B tests across onboarding and engagement, driving a 30% increase in activation rates.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website.
- Drove an 11% uplift in conversion rates by embedding verified UGC directly into eCommerce flows, enhancing personalization and reducing friction.

Details

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Links

[LinkedIn](#)
[Portfolio / Case Studies](#)
[Github](#)

Skills

Product Strategy
User Growth
Cross-Functional Leadership
Data-Driven Insights
User Engagement
AI-Powered Solutions
Market Trends Analysis
Product Roadmap Development
User Insights Gathering
Experimentation Culture
Product Roadmapping & Execution

Languages

English Native
German B1
Spanish A2

Product Manager, 19th & Park, New York

MARCH 2016 – AUGUST 2017

- Launched Treauu, a creative content and production agency, delivering projects across New York, LA, Atlanta, London, and Paris.
- Directed the complete product lifecycle for Treauu's iOS platform, connecting production professionals worldwide.
- Partnered with top-tier clients like Nike and Frank Ocean, driving concept development for digital campaigns and experiential activations.
- Collaborated with creative teams to deliver high-impact pitch materials, securing significant projects and client engagements.

Business Analyst, S&P Global, 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