



Isaiah Pegues

Senior Principal Product Manager

Profile

Platform-focused product leader with a track record of building trust-driven, user-generated content systems at scale. I've led multi-surface initiatives that blend AI, UX, and data into integrated experiences across mobile and web. From launching creator marketplaces to architecting end-to-end verification and moderation pipelines, I specialize in turning fragmented user input into reliable, actionable, and monetizable platform content. Now looking to drive long-term vision and ecosystem strategy for products that shape how millions shop and share.

Employment History

Founder & Head of Product at Wercflow, New York City

January 2022 — January 2025

- **Architected a dynamic verification and reviews system** leveraging OCR-parsed callsheets and project metadata to auto-validate user experience—replacing manual vetting with scalable, real-world proof.
- **Embedded social proof directly into user discovery and project workflows**, enabling intelligent, bias-resistant matchmaking based on verified reputation and past collaborations.
- **Designed platform-native feedback loops** where reviews were only unlocked through completed, real-world engagements—creating a built-in fraud-resistant ecosystem of trust.
- **Integrated automation and behavioral signals to power moderation, compliance, and reputation surfacing**, minimizing the need for ops while keeping platform integrity high.
- **Scaled without marketing spend**, using embedded growth loops (verified referrals, credibility unlocks) and in-product incentives to drive retention and network effects.
- **Proved commercial viability** through rapid feature velocity (e.g. shipping critical client features in hours), ecosystem responsiveness, and bottom-up adoption across agencies and freelancers.

Senior Product Manager at resolution, Berlin

October 2019 — January 2021

Led platform product strategy for authentication and provisioning tools used by 2.5M+ users—bridging startup agility with enterprise-grade delivery.

- Owned the transition from legacy enterprise tooling to scalable, cloud-native offerings—aligning business model, customer needs, and long-term platform strategy.

Details

Berlin

Germany

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Nationality

American

Links

[Portfolio](#)

Skills

UGC Systems

Product Strategy & Vision

Trust Signals

Platform Architecture

Mobile Commerce

Content Moderation

Funnel Analytics

AI-Driven Product Development

Ecosystem Health & Governance

Languages

Spanish

German

English

- Introduced AI-powered automation to streamline complex security workflows—shaving setup time and boosting adoption across Atlassian’s ecosystem.
- Embedded KPI/OKR frameworks into product planning and execution—bringing structured decision-making to growth, usability, and cloud migration efforts.
- Partnered with engineering, design, and data teams to ship high-impact features on tight timelines, validating my ability to lead through ambiguity in both startup and structured org settings.
- Reinforced my product intuition in a global, high-scale environment—building confidence in balancing speed, safety, and stakeholder alignment at scale.

Head of Product at Glossom, Berlin

November 2017 — October 2019

Launched a mobile UGC-commerce platform that blended creator content, AR, and shoppable experiences—years before the industry mainstreamed social-to-checkout flows.

- Partnered with L’Oréal and other large brands to integrate AR try-on into influencer content, turning visual inspiration into seamless purchase moments—without compromising creator control or authenticity.
- Developed moderation and validation tools that balanced trust and creativity, enabling safe, high-converting UGC at scale without introducing friction.
- Built a culture of rapid experimentation, running 50+ A/B tests across onboarding, engagement, and monetization flows—driving a 30% lift in activation and 22% improvement in 7-day retention.
- Grew to 500K+ organic downloads through in-product virality and social loops—achieving scale and retention with no paid marketing.
- Closed a 7-figure IP sale by aligning platform personalization capabilities with enterprise demand—validating the strategic value of creator-driven commerce.

Product Manager at 19th & Park

March 2016 — August 2017

- Launched Treauu, a creative content and production agency with projects spanning major cities like NY, LA, Atlanta, London, and Paris
- Led the complete development lifecycle of the iOS platform, from ideation to strategy, design, and launch, creating a global marketplace for production professionals
- Engaged with prestigious clients such as Nike and Frank Ocean to develop concepts and strategies for impactful digital and omni-channel campaigns
- Worked closely with creative and production teams to produce persuasive pitch materials, including RFPs, proposals, and prototypes

Business Analyst at S&P Global Ratings (Standard and Poors)

June 2014 — January 2016

Brought a product mindset to enterprise finance, leading high-impact initiatives across data integration, reporting, and internal tooling—foundational to my later product leadership.

- Led cross-functional delivery of a \$15M cost-savings initiative, redesigning the firm's PC infrastructure strategy through detailed financial modeling, vendor coordination, and scenario analysis.
- Spearheaded automation efforts in CRM and reporting systems—reducing manual data entry, improving compliance accuracy, and shaping tooling roadmaps used by sales and account teams.
- Partnered with PwC on the R&D Tax Credit initiative, helping document and quantify internal engineering workstreams—resulting in successful IRS submission and major tax offsets.
- Defined business requirements and collaborated with technical teams to streamline client data pipelines (Xpressfeed), improving speed and accuracy for pre-trade analytics.
- Developed dashboards and forecast models that informed executive decisions across product and finance—honing the analytical rigor I now bring to every roadmap.

Analyst at Goldman Sachs

January 2013 — June 2014

Transformed workforce data into strategic tools and insights that shaped hiring, retention, and ops strategy across a high-stakes global business.

- Built custom dashboards and data visualizations that gave division leaders real-time visibility into hiring, attrition, and headcount allocation—shaping workforce strategy across revenue teams.
- Led root cause analyses on critical operational issues (e.g., underperformance, pipeline gaps), converting noisy data into actionable frameworks for decision-makers.
- Partnered with Talent, Ops, and IT to redesign internal workforce reporting systems—improving accuracy, automating workflows, and driving consistency across business units.
- Created analytical tools that modeled hiring scenarios and optimized headcount distribution—laying the groundwork for my product-first approach to internal systems and data infrastructure.
- Learned firsthand how complex global orgs operate—and how to cut through noise to deliver clarity and decision support.

Education

BSc, Saint John's University, New York City

August 2008 — May 2012