

Isaiah Pegues

DIRECTOR OF PRODUCT

Profile

AI-focused product leader with 8+ years of experience driving zero-to-one development of SaaS and cloud solutions. Proven track record transforming complex technologies into intuitive, scalable products. Expert in leading cross-functional teams, integrating AI capabilities, and delivering data-driven tools that optimize workflows and unlock business value. I scaled Wercflow to 20,000 users and secured €620K in pre-seed funding, demonstrating strong market fit and user retention through continuous feature iteration.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed and executed a product-led growth strategy, scaling Wercflow to 20,000 users through automated onboarding and seamless user experiences.
- Implemented AI-driven automation for creative workflows, enhancing operational efficiency and reducing project timelines by 30%.
- Developed a structured query interface that simplified data access for non-technical users, improving user engagement and satisfaction.
- Secured €620K in pre-seed funding by aligning product vision with market needs, demonstrating strong potential for AI-driven solutions.

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 a mobile platform achieving 500K+ downloads organically, driving user acquisition through product-led growth tactics and viral sharing mechanics.
- 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.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement flows—boosting activation rates through data-driven optimizations.
- Utilized event-based analytics to guide continuous retention improvements, enhancing user experience and solidifying market presence.

Details

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

AI-driven content

product strategy

team leadership

user experience

data-driven decisions

scalable solutions

automation tools

customer engagement

platform architecture

embedded intelligence

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 with a global presence in New York, LA, Atlanta, London, and Paris, focusing on innovative media solutions.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, from ideation through to launch, facilitating connections among 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, 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