

# Isaiah Pegues

DIRECTOR OF PRODUCT MANAGEMENT

## Profile

Dynamic product leader with extensive experience in developing mobile applications and leading cross-functional teams. At Wercflow, I scaled the platform to 20,000 users, focusing on user experience and data-driven decision-making. Proven track record in product strategy and market analysis, with a strong emphasis on agile methodologies. Passionate about leveraging innovative solutions to enhance user engagement in on-demand transit services.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed AI-driven solutions that automated media production workflows, enhancing user engagement and operational efficiency.
- Scaled Wercflow to 20,000 users by embedding product-led growth loops, transforming user verification into a viral acquisition engine.
- Implemented automated onboarding processes, boosting activation rates by 45% through behavior-based triggers and frictionless funnels.
- Secured €620K in pre-seed funding by aligning product vision with market demand and AI innovation trends.

### 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, achieving 500K+ downloads through product-led growth and viral sharing mechanics.
- Built a rapid experimentation framework, running 50+ A/B tests across onboarding, engagement, and monetization to boost activation.
- Transformed strategic partnerships into revenue drivers, culminating in a 7-figure IP sale and enterprise integration with L'Oréal.
- Drove an 11% uplift in conversion rates by embedding user-generated content (UGC) directly into eCommerce flows, enhancing personalization.

## Details

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## Links

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

## Skills

Mobile Applications  
User Experience  
Product Strategy  
Agile Methodologies  
Data-Driven Decision Making  
Market Analysis  
Stakeholder Management  
Cross-Functional Teams  
User Engagement  
Product Lifecycle  
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, 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 world-wide.
- 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