

Isaiah Pegues

HEAD OF GO-TO-MARKET

Profile

Dynamic Head of Go-to-Market with proven expertise in developing innovative GTM strategies and pipeline generation, particularly in AI and SaaS environments. Successfully scaled Wercflow to 20k users while implementing data-driven lead nurturing and account-based marketing initiatives. Adept at leveraging CRM systems and marketing automation tools to enhance sales enablement and drive demand generation. Passionate about building scalable processes that foster growth and optimize customer acquisition.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed and launched AI-driven solutions to automate media production workflows, enhancing operational efficiency and reducing costs.
- Scaled Wercflow to 20,000 users through innovative product-led growth strategies, embedding user verification as a viral acquisition engine.
- Implemented automated onboarding and modular feature rollouts, improving user activation rates by 45% through frictionless processes.
- Secured €620K in pre-seed funding by aligning product vision with market demand and demonstrating strong user retention.

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 beauty brands, achieving 500K+ downloads organically with zero marketing spend.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement, boosting activation rates by 30%.
- Transformed a strategic partnership with L'Oréal into a 7-figure IP sale, integrating UGC into their website and driving an 11% increase in conversion rates.
- Increased sales conversion by embedding verified user-generated content directly into eCommerce flows, enhancing personalization and reducing purchase friction.

Details

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

GTM strategies

pipeline generation

demand generation

account-based marketing

lead nurturing

CRM systems

data enrichment tools

marketing automation

sales intelligence

sales enablement

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, establishing a global footprint in New York, LA, Atlanta, London, and Paris.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, connecting production professionals worldwide.
- Partnered with top-tier clients including Nike and Frank Ocean, driving concept development for digital campaigns and experiential activations.
- Collaborated with creative teams to deliver high-impact pitch materials, securing 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