

ISAIAH PEGUES

Product Growth Lead (Product Manager)

To

Noosa Labs

From

Isaiah Pegues

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Dear Noosa Labs,

I am excited to apply for the Product Growth Lead position at Noosa Labs, as it perfectly aligns with my passion for scaling innovative products and driving growth through data-driven strategies. With over 8 years of experience in product management, particularly in SaaS environments, I have honed my ability to define and execute product roadmaps while collaborating cross-functionally to achieve impactful results.

At Wercflow, I successfully scaled the platform to 20,000 users by embedding viral loops into user workflows and implementing automated onboarding processes. This experience not only enhanced user engagement but also optimized retention and reduced churn. My role involved leading growth experiments that directly informed our product strategy, ensuring we met key metrics like monthly recurring revenue (MRR) and trial conversion rates. This approach is documented in my case study, "From MVP to Monetization in 3 Hours," available at <https://isaiah.pegues.io/case-study-shipped-in-3-hours>.

In my tenure at resolution, I led the development of over 25 SaaS applications, serving more than 2.5 million users. By integrating AI tools to enhance internal workflows, I significantly increased operational efficiency and user satisfaction. My ability to manage cross-functional teams in agile environments has allowed me to accelerate feature delivery while maximizing user engagement, making me well-suited for the dynamic environment at Noosa Labs.

I am eager to bring my expertise in product growth and my proven track record of driving user acquisition to Noosa Labs. I look forward to the opportunity to discuss how I can contribute to the success of Sendtric and help shape its future. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)