Isaiah Pegues

SENIOR PRODUCT MANAGER - TRAVEL

Profile

Dynamic product leader with over 8 years of experience in product management, specializing in travel technology integration and user-centric design. Proven track record of scaling platforms, exemplified by growing Wercflow to 20,000 users without paid marketing. Adept at leveraging data-driven strategies to enhance user engagement and retention, with a focus on creating compelling travel offerings. Passionate about driving growth in the travel sector through innovative product strategies and effective distribution channels.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Scaled the Wercflow platform to 20,000 users through AI-driven automation, enhancing media production workflows and user engagement.
- Implemented streamlined onboarding processes, boosting activation rates by 45% and significantly improving user retention.
- Designed and launched a no-code contact capture system, reducing project timelines and operational costs through efficient automation.
- Established a rapid experimentation culture, running A/B tests to optimize features and drive continuous improvement in user experience.

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 mobile platform achieving 500K+ in downloads with $0 marketing budget.
- Prioritized user feedback and analytics to guide rapid product iterations, resulting in sustained engagement and market traction.
- 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 engine, running 50+ A/B tests across onboarding, engagement, and monetization—boosting activation by 30% and improving 7-day retention by 22%.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Produktmanagement

Reiseangebote

Distribution

Verhandlungsgeschick

Zielgruppe

Wachstumskurs

Technologie

Teamarbeit

Kreativität

Analytisch

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 across major cities like New York, LA, and London.
- Directed the complete product lifecycle for Treauu's iOS platform, connecting production professionals worldwide through innovative solutions.
- Engaged with top-tier clients such as Nike and Frank Ocean, driving strategies for impactful digital and experiential campaigns.
- Collaborated with cross-functional teams to deliver high-impact pitch materials that secured key projects and client partnerships.

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