

# Isaiah Pegues

EXPERT PRODUCT MANAGER

## Profile

Dynamic Expert Product Manager with a proven track record in AI-driven solutions and workflow optimization. Successfully scaled Wercflow to 20,000 users by leading cross-functional teams and implementing data-driven decisions. Experienced in managing the product lifecycle and enhancing user experience within SaaS platforms. Committed to leveraging innovative strategies to drive user engagement and product success in fast-paced environments.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, enhancing user experience and reducing project timelines.
- Scaled Wercflow to 20,000 users through innovative growth strategies, embedding product-led growth loops into the user experience.
- Implemented automated onboarding, boosting activation rates by 45% while maintaining compliance and user data security.
- 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, achieving 500K+ downloads with zero marketing spend, leveraging product-led growth tactics.
- Built a rapid experimentation framework, running 50+ A/B tests across onboarding and engagement, boosting activation by 30%.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website.
- Drove an 11% uplift in conversion rates by embedding UGC directly into eCommerce flows, enhancing personalization and reducing friction.

## Details

New York | Berlin

US: +1 917 609-4473

EU: +49 15112205900

[isaiah@pegues.io](mailto:isaiah@pegues.io)

## Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

## Skills

AI-driven solutions

workflow optimization

product lifecycle

stakeholder management

user experience

cross-functional teams

data-driven decisions

SaaS product management

cloud platforms

Agile methodologies

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.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, managing from ideation to launch.
- Engaged with leading clients such as Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development for digital campaigns.
- Collaborated with creative and production teams to deliver high-impact pitch materials 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