

ISAIAH PEGUES

Director of Product Management, On-demand Transit, Mobile Apps

To
Via

From

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Dear Via,

I am excited to apply for the Director of Product Management position at Via, where I can leverage my extensive experience in leading product teams and developing mobile applications. My background in user-centric design and data-driven decision-making aligns perfectly with Via's mission to enhance on-demand transit solutions. I am passionate about creating innovative products that improve user experiences and drive engagement.

At Wercflow, I designed AI-driven solutions that automated media production workflows, significantly enhancing user engagement and operational efficiency. I successfully scaled Wercflow to 20,000 users by embedding product-led growth loops, transforming user verification into a viral acquisition engine. This experience has equipped me with the skills necessary to navigate the complexities of mobile applications and user experience, which are critical for the role at Via.

Additionally, my tenure at resolution involved leading the development of over 25 SaaS applications, scaling to 2.5M+ users through optimized go-to-market strategies. I directed cross-functional teams in agile environments, accelerating time-to-market for high-impact features and maximizing user engagement. This experience has honed my ability to manage diverse teams and drive product strategy effectively.

I am eager to bring my expertise in product management to Via and contribute to your innovative solutions in the transit sector. I look forward to the opportunity to discuss how my background aligns with your needs. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)