

Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

AI-native product builder with 8+ years of taking messy problems and turning them into clean, scalable tools. I've led zero-to-one builds across SaaS, cloud, and AI—translating complex systems into intuitive products that ship fast and scale well. Deep experience embedding AI/ML into workflows, leading cross-functional teams, and turning raw data into real impact. I don't just bolt on AI—I design systems where it becomes the collaborator, not just the assistant.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed ML-driven automation for creative workflows—leveraging OCR, & behavior-based tagging to reduce project timelines by 30%
- Scaled platform to 20k users and 2k B2B clients, demonstrating strong market fit and user retention through continuous feature iteration.
- Implemented automated onboarding and modular feature rollouts, boosting **activation rates by 45% while balancing privacy & compliance**,
- Designed and deployed a full-stack NLQ-to-SQL AI system generating **10M + training pairs using synthetic data**, fine-tuning GPT-4o for complex media search,
- Built behavior-driven recommendation systems to personalize user journeys—functioning as lightweight ranking engines that boosted engagement and retention by 40%.

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 – DECEMBER 2021

- Led end-to-end development of 25+ SaaS and marketplace applications that deeply integrated into Jira, Confluence, serving 2.5M+ users in year one.
- Acted as Feature Owner and team-level Product Owner across multiple Scrum teams within a Scaled Agile (SAFe) Release Train, driving coordination through PI Planning, PO Syncs, and continuous backlog grooming
- Represented Fortune 500 and government agency clients in executive-level roadmap planning—balancing security, compliance, and scalability needs across cloud and on-prem product lines..
- Defined product strategies leveraging cloud infrastructure (AWS, Azure) and embedded data-driven decision frameworks (KPIs/OKRs).

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 – OCTOBER 2019

- Scaled a UGC-driven marketplace connecting creators and global beauty brands organically growing to 500K+ mobile users through product-led growth, viral sharing loops, and retention-first design.
- 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

New York | Berlin
US: +1 917 609-4473
EU: +49 15112205900
isaiah@pegues.io

Links

LinkedIn
Portfolio / Case Studies
Github

Skills

- AI & ML Integration
- Zero-to-One Product Development
- Data-Driven Product Strategy
- Cross-Functional Team Leadership
- SaaS & Cloud Platforms (AWS, Azure)
- Automation & Workflow Optimization
- Agile & Lean Methodologies
- UX/UI Collaboration
- Ranking and Recommendation Sys
- Product Roadmapping & Execution

Languages

- English
- German
- Spanish

- Turned creator-brand partnerships into scalable monetization channels—leading to a 7-figure IP sale and enterprise integration with L'Oréal.
- Embedded content-ranking logic into shopping flows by analyzing UGC engagement and buyer behavior, increasing conversion rates by 11% without traditional recommendation infrastructure.

Product Manager, 19th and 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**, establishing a global footprint in the media and production industry.
- **Led end-to-end development of Treauu's iOS platform and marketplace**, managing the full product lifecycle from ideation and strategy to design, development, and launch—connecting production professionals worldwide.
- **Partnered with top-tier clients** including **Nike, Frank Ocean, Asics, Le Book**, and **Colgate**, driving concept development and strategy for digital, omni-channel campaigns, experiential activations, and innovative products.
- **Collaborated with creative and production teams** to deliver high-impact pitch materials—crafting **RFP responses, proposals, pitch decks, SOWs**, and interactive prototypes that secured key projects and client engagements.

Business Analyst, S&P Capital IQ, 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