

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. With a proven track record in scaling SaaS products and leading cross-functional teams, I am well-prepared to drive growth for Sendtric. My experience aligns perfectly with your need for a hands-on leader who can define and execute product roadmaps while collaborating effectively across product, marketing, and sales.

At Wercflow, I successfully scaled the platform to 20,000 users through strategic product-led growth initiatives. I designed AI-driven solutions that automated media production workflows, enhancing operational efficiency. This experience has equipped me with the skills to manage enterprise sales discussions and optimize key metrics like MRR and churn. 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>.

Additionally, my role at Glossom involved launching a UGC-driven marketplace that achieved over 500K downloads without a marketing budget. I built a rapid experimentation framework that drove a 30% increase in activation rates, demonstrating my ability to analyze growth experiments effectively. My experience in user engagement and product marketing will be invaluable in shaping Sendtric's growth strategy.

I am eager to bring my expertise in SaaS growth and strategic execution to Noosa Labs. I look forward to the opportunity to discuss how I can contribute to your team and help scale Sendtric to new heights.

Best,

Isaiah Pegues

[Portfolio](#)