

# Isaiah Pegues

PRODUCT & INNOVATION MANAGER

## Profile

I am a tech-driven Founder & Head of Product with extensive experience in product management and innovation, particularly in B2B SaaS environments. My background includes leading cross-functional teams to develop and launch cloud-based applications, driving significant revenue growth and enhancing customer satisfaction. I have a proven track record in defining strategic market positioning and executing go-to-market strategies that align with business objectives. My expertise in market research and understanding client needs positions me well to contribute to Allianz as a Product & Innovation Expert, where I can leverage my skills in product planning, innovation initiatives, and strategic growth to drive success in the financial services sector.

## Employment History

### Founder & Head of Product, Wercflow

JANUARY 2022 – JANUARY 2025

- Led the transformation of business processes by redesigning media production workflows, significantly reducing project execution time and costs
- Scaled the platform to 20,000 users and onboarded 2,000 companies, demonstrating strong B2B experience
- Managed 1,500 projects, generating significant network effects
- Developed innovative proof of concepts (POCs) and automated onboarding processes, enhancing operational efficiency
- Oversaw the full product lifecycle from ideation to deployment, ensuring alignment with customer needs and business objectives
- Spearheaded growth strategy initiatives and defined market positioning to enhance product offerings

### Director of Product Marketing, resolution GmbH

OCTOBER 2018 – DECEMBER 2021

- Spearheaded the development and launch of over 25 cloud-based marketplace applications, driving a significant shift in revenue streams and boosting innovation
- Achieved a remarkable increase in SAML/SSO revenue from \$4
- 5M to \$10M through agile product strategies and effective cross-functional leadership
- Collaborated closely with product teams to ensure seamless integration of user experience (UX) and user interface (UI) design principles
- Led market research initiatives to monitor trends and client needs, shaping product strategy and go-to-market plans

### Senior Innovation Manager, 19th and Park

MARCH 2016 – AUGUST 2017

- Helped launch Treauu, a creative content, experiential and production agency with projects in NY, LA, Atlanta, London, and Paris
- Conceptualized and managed the full development cycle of the iOS product from ideation through strategy, design, development, and launch of Treauu, a global platform and marketplace of production professionals

## Details

Germany  
+49 15112205900  
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## NATIONALITY

American

## Links

LinkedIn  
Github

## Skills

Strategic market positioning

Customer Research

Market trends

Cross-functional teams

## Languages

English

German

Spanish

- Collaborated with high-level clientele including Nike and Frank Ocean on concept development and strategy for digital and omni-channel campaigns, driving innovation and enhancing customer satisfaction

## **Project Manager / Business Analyst, S&P**

JUNE 2014 – JANUARY 2016

- Conducted financial analysis and forecasting for a multi-million dollar initiative, resulting in \$1
- 5 million quarterly cost reduction
- Managed internal project and budgeting software's developmental progress and workflow to ensure timely updates and off-cycle releases
- Collaborated with senior stakeholders to drive strategic initiatives and improve business efficiency, supporting the overall growth ambition of the organization

## **Analyst, Goldman Sachs**

NOVEMBER 2012 – JANUARY 2014

- Designed and implemented internal analytics tools that streamlined workforce planning and saved ~\$1
- 2M annually through better headcount forecasting
- Led cross-functional initiatives with HR, Talent, and L&D to align people data with strategic org goals, influencing decisions across 5 global business units
- Built interactive dashboards that reduced reporting time by 40% and enabled real-time visibility into performance and attrition trends

## **Education**

### **BSc, Saint John's University, New York City**

AUGUST 2008 – MAY 2012