

ISAIAH PEGUES

Director, Product Management

To
Zinnia

From
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Dear Zinnia,

I am excited to apply for the Director of Product Management position at Zinnia. With over 8 years of experience in product management, I have a proven track record of defining and executing successful product strategies. My background in AI-driven automation and cloud-native solutions positions me well to contribute to Zinnia's mission of delivering innovative products that meet customer needs.

At Wercflow, I scaled our platform to 20,000 users through innovative AI-driven workflow automation, enhancing user engagement and retention. I led the development of over 25 SaaS applications that serve more than 2.5 million users, demonstrating my ability to manage product lifecycles effectively. My experience in market research and competitive analysis has equipped me to create product roadmaps that align with business objectives and customer feedback. 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>.

At resolution, I implemented cloud-native solutions that enhanced user management and authentication within the Atlassian ecosystem. My expertise in Scrum and Kanban methodologies has allowed me to lead cross-functional teams effectively, ensuring timely delivery of high-impact features. I am passionate about fostering teamwork and mentoring others, which aligns with Zinnia's emphasis on collaboration across functional groups.

I am eager to bring my strategic vision and leadership skills to Zinnia's Product Organization. I look forward to the opportunity to discuss how my experience and insights can contribute to your team's success. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)