

Isaiah Pegues

PRODUCT OWNER

Profile

Dynamic Product Owner with a strong background in product management and ownership, specializing in user-centric design and agile methodologies. Successfully scaled Wercflow to 20,000 users while leading cross-functional teams in product discovery, user research, and requirements gathering. Proficient in Agile and Scrum practices, utilizing tools like Jira and Confluence to manage product backlogs and sprint planning effectively. Passionate about delivering impactful digital solutions that align with business goals.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, enhancing user engagement and reducing project timelines.
- Scaled Wercflow to 20,000 users through product-led growth strategies, embedding user feedback into continuous feature iterations.
- Implemented automated onboarding and modular feature rollouts, boosting activation rates by 45% while ensuring data privacy and compliance.
- Developed a dynamic verification system using AI, automating identity validation and enhancing user trust across the platform.

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 – DECEMBER 2021

- Led product strategy across core authentication, provisioning, and security apps, serving 2.5M+ users within the Atlassian ecosystem.
- Shifted product focus to cloud-native, user-friendly marketplace solution, moving away from legacy enterprise tooling to scalable SaaS offerings—accelerating adoption and retention.
- Introduced AI-driven automation to simplify complex security workflows, reducing setup time and boosting customer satisfaction.
- Championed a data-driven roadmap, embedding KPI/OKR frameworks to align cross-functional teams around growth, usability, and cloud migration goals.

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 – OCTOBER 2019

- Launched and scaled a UGC-driven marketplace connecting creators and global beauty brands, achieving 500K+ downloads through product-led growth tactics.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement, boosting activation by 30% and improving user retention.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website, driving an 11% increase in conversion rates.
- Drove an 11% uplift in conversion rates by embedding verified user-generated content directly into brand eCommerce flows, enhancing personalization.

Details

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

Links

[LinkedIn](#)
[Portfolio / Case Studies](#)
[Github](#)

Skills

Product Discovery
User Research
Requirements Gathering
Product Backlog
Sprint Planning
Stakeholder Engagement
Agile Methodologies
Scrum Practices
Jira Proficiency
User-Centric Mindset
Product Roadmapping & Execution

Languages

English Native
German B1
Spanish A2

Product Manager, 19th & Park, New York

MARCH 2016 – AUGUST 2017

- Launched Treauu, a creative content and production agency, delivering projects across New York, LA, Atlanta, London, and Paris, establishing a global footprint.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, managing from ideation to launch, connecting production professionals worldwide.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, and Colgate, driving concept development for digital campaigns and experiential activations.
- Collaborated with creative teams to deliver high-impact pitch materials, crafting proposals and interactive prototypes that secured key client engagements.

Business Analyst, S&P Global, 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