

ISAIAH PEGUES

Head of Go-to-Market (GTM)

To
WiseLayer

From
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Dear WiseLayer,

I am excited to apply for the Head of Go-to-Market position at WiseLayer. With extensive experience in product management and go-to-market strategies, particularly in AI-driven environments, I am well-prepared to lead innovative initiatives that will drive significant growth. My background aligns perfectly with WiseLayer's mission to transform finance and accounting through AI-powered solutions.

At Wercflow, I successfully scaled the platform to 20,000 users and 2,000 B2B clients by designing and launching AI-driven solutions that automated media production workflows. This experience honed my skills in pipeline generation and demand generation, allowing me to implement effective lead nurture strategies and optimize user engagement. My role involved leveraging CRM systems and data enrichment tools to enhance strategic content, which directly contributed to our market presence.

Additionally, my tenure at resolution involved leading the development of over 25 SaaS applications within the Atlassian ecosystem, serving more than 2.5 million users. I integrated AI-driven automation to streamline processes, significantly enhancing operational efficiency and maximizing user engagement. These experiences have equipped me with the strategic marketing skills necessary to execute account-based campaigns and build scalable processes from the ground up.

I am eager to bring my expertise to WiseLayer and contribute to shaping the future of your go-to-market approach. I look forward to the opportunity to discuss how my background and skills can help drive WiseLayer's growth. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)