

Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Growth-focused product leader with 8+ years of experience driving user acquisition, PLG adoption, and internal tool optimization across SaaS and cloud platforms. I've built frictionless onboarding systems, viral sharing mechanics, and modular workflows that boost activation, retention, and self-serve scale. From launching mobile platforms with zero marketing spend to embedding experimentation directly into product architecture, I thrive on building scalable growth loops and data-driven systems that drive real business results—fast.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Engineered a viral growth loop, scaling Wercflow to 20,000 users without marketing spend by embedding verification into user workflows.
- Implemented AI-driven automation to streamline onboarding, boosting weekly active users by 65% through frictionless data imports.
- Designed modular workflows that enhanced productivity, enabling creative teams to manage media production seamlessly with real-time insights.
- Established a rapid experimentation culture, launching A/B tests that improved feature adoption and user engagement 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 mobile platform to 500K+ downloads organically, driving user acquisition through product-led growth tactics.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding, engagement, and monetization—boosting activation by 30%.
- Led strategic partnership growth, culminating in a 7-figure IP sale and enterprise integration with L'Oréal.
- Drove an 11% uplift in conversion rates by embedding user-generated content (UGC) directly into eCommerce flows, enhancing personalization.

Details

New York | Berlin

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

Product Strategy

Customer Interviews

Analytics

Stakeholder Alignment

Action Plan Development

Product Launch

Data-Driven Decision Making

Cross-Functional Collaboration

Growth Mindset

Technical Curiosity

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, experiential, and production agency delivering projects across New York, LA, Atlanta, London, and Paris, establishing a global footprint in the media and production industry.
- Led end-to-end development of Treauu's iOS platform and marketplace, managing the full product lifecycle from ideation and strategy to design, development, and launch—connecting production professionals world-wide.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy for digital, omni-channel campaigns, experiential activations, and innovative products.
- Collaborated with creative and production teams to deliver high-impact pitch materials—crafting RFP responses, proposals, pitch decks, SOWs, and interactive prototypes that secured key projects and 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