Isaiah Pegues

DIRECTOR OF PRODUCT MANAGEMENT

Profile

AI-focused product leader with 8+ years of experience driving zero-to-one development of SaaS and cloud solutions. Proven track record transforming complex technologies into intuitive, scalable products. Expert in leading cross-functional teams, integrating AI capabilities, and delivering data-driven tools that optimize workflows and unlock business value. Scaled Wercflow to 20,000 users and 2,000 B2B clients, demonstrating strong market fit and user retention through continuous feature iteration.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Scaled Wercflow to 20,000 users and 2,000 B2B clients by embedding AI-driven workflow automation and enhancing user engagement through seamless onboarding.
- Implemented a product-led growth strategy that transformed user verification into a viral acquisition engine, driving organic growth without marketing spend.
- Drove engagement by automating onboarding workflows, boosting weekly active users by 65% through behavior-based triggers and frictionless funnel optimization.
- Led cross-functional teams to ship high-impact features rapidly, including a no-code contact capture system that accelerated time-to-value for clients.

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

- Pioneered AR-integrated UGC commerce experiences in partnership with L'Oréal, enabling beauty influencers to create interactive, shoppable content—years before social platforms adopted AR effects for retail.
- Launched and scaled a mobile platform to 500K+ downloads organically, driving user acquisition through product-led growth tactics, viral sharing mechanics, and retention-focused design—all achieved with a $0 budget.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding, paywalls, and engagement flows—driving a 30% increase in activation rates and improving 7-day retention by 22% through data-driven optimizations.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

AI integration

Product strategy

Stakeholder management

Cross-functional teams

User engagement

SaaS platforms

Marketplace development

Data-driven decision making

Automation workflows

Agile methodologies

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