

ISAIAH PEGUES

Director of Product Management, On-demand Transit, Mobile Apps

To
Via

From

Isaiah Pegues
Berlin| New York
+4915112205900
isaiah@pegues.io

Dear Via,

I am excited to apply for the Director of Product Management position at Via, where I can leverage my extensive experience in mobile applications and user-centric design to drive innovative solutions in on-demand transit. My background in scaling SaaS platforms and leading cross-functional teams aligns perfectly with your mission to enhance urban mobility through technology.

At Wercflow, I designed and launched AI-driven solutions that automated media production workflows, significantly enhancing efficiency in on-demand transit management. I successfully scaled the platform to 20k users and 2k B2B clients, demonstrating strong market fit and user engagement. My expertise in product strategy and user experience design has been pivotal in driving growth and optimizing product lifecycles.

Additionally, while at Glossom, I launched a mobile platform that achieved over 500K downloads with no marketing spend, showcasing my ability to leverage user-generated content for enhanced engagement. I also led the development of 25+ applications at resolution, serving over 2.5M users, which honed my skills in agile methodologies and data-driven decision making.

I am eager to bring my strategic vision and proven track record to Via. I look forward to the opportunity to discuss how my background can contribute to your team and the future of urban transit.

Best,

Isaiah Pegues

[Portfolio](#)