

ISAIAH PEGUES

Director, Product Management-Emerging Technology and Innovation

To
Twilio

From
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Dear Twilio,

I am excited to apply for the Director of Product Management position at Twilio, where I can leverage my extensive experience in AI-driven product management and workflow optimization. My background in scaling innovative products aligns perfectly with Twilio's mission of delivering cutting-edge solutions in emerging technology. I am particularly drawn to this role because it offers the opportunity to lead cross-functional teams and drive significant user engagement through strategic product initiatives.

At Wercflow, I spearheaded the development of AI-powered workflow solutions that optimized creative team collaboration, resulting in the platform scaling to 20,000 users. This achievement was driven by a commitment to enhancing user experience and leveraging data-driven decision making. Additionally, I secured €620K in funding for innovative SaaS solutions at resolution, where I focused on enhancing user management and authentication processes within the Atlassian ecosystem. This approach is documented in my case study, "From MVP to Monetization in 3 Hours" available at <https://isaiah.pegues.io/case-study-shipped-in-3-hours>.

My experience at Glossom further honed my skills in user engagement strategies, where I led the development of a social commerce platform that achieved over 500K downloads. By implementing effective marketing strategies and optimizing user interactions, I was able to significantly boost product discovery and conversion rates. I am eager to bring this expertise to Twilio, driving innovation and enhancing product strategies that resonate with users.

I look forward to the opportunity to discuss how my background and vision align with Twilio's goals. Thank you for considering my application; I am excited about the possibility of contributing to your team.

Best,

Isaiah Pegues

[Portfolio](#)