



# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

Product leader focused on AI-powered automation, workflow optimization, and user-centered design. I've built autonomous systems that replaced manual workflows, scaled data pipelines without heavy engineering, and shipped high-impact features in hours. I thrive on solving complex problems end-to-end—combining technical strategy, UX thinking, and data-driven decisions to deliver scalable solutions and real business results, fast.

## Employment History

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

JANUARY 2022 — JANUARY 2025

- **Designed and executed a product-led growth loop**, scaling Wercflow from 0 to 20,000 users without paid marketing by turning in-app verification into a viral acquisition engine and fueling network effects through automated data imports.
- **Automated onboarding and activation workflows**, boosting weekly active users by **65% in under two months** through behavior-based triggers and frictionless funnel optimization.
- **Shipped revenue-critical features in hours**, including a no-code contact capture system (Zapier + Postgres) that closed client gaps and accelerated time-to-value—delivered in just **3 hours**.
- **Drove engagement and retention** by building personalized user journeys and self-reinforcing data loops, reducing churn via automated enrichment and AI-powered recommendations.
- **Established a rapid experimentation culture**, launching A/B tests across onboarding flows, feature adoption points, and upsell moments—unlocking key conversion and monetization gains.

### Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 — DECEMBER 2021

- **Drove growth and launch of 25+ SaaS and marketplace products**, scaling to **2.5M+ end-users in three years** through optimized go-to-market strategies and rapid iteration.
- **Implemented AI-driven automation** across internal workflows, boosting operational efficiency by **25%** and freeing resources to focus on user acquisition and retention initiatives.
- **Led cross-functional teams** (engineering, design, data) to accelerate delivery of growth-focused features—reducing time-to-market and maximizing user engagement in agile sprints.
- **Defined and executed product-growth strategies**, leveraging cloud infrastructure (AWS, Azure) and embedding KPI/OKR frameworks to align teams around acquisition, activation, and retention metrics. Defined product strategies leveraging cloud infrastructure (AWS, Azure) and embedded data-driven decision frameworks (KPIs/OKRs).

## Details

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## Links

LinkedIn  
Portfolio / Case Studies  
Github

## Skills

Product-Led Growth (PLG)

Zero-to-One Product Development

Go-to-Market Strategy

Data-Driven Product Strategy

User-Centric Design

Data Analysis - SQL / Excel / Tableau

SaaS & Cloud Platforms (AWS, Azure)

Automation & Workflow Optimization

Agile & Lean Methodologies

Technical Stakeholder Management

Product Roadmapping & Execution

## Languages

English

German

Spanish

## 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, viral sharing mechanics, and retention-focused design—all achieved with a **\$0 marketing 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.
- **Led strategic partnership growth**, turning collaboration opportunities into revenue drivers—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 and reducing purchase friction.

## Innovation Manager, 19th and 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 worldwide.
- **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 Capital IQ, 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