Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Results-driven Senior Product Manager with a proven track record in driving conversion optimization and user acquisition in subscription-based businesses. Successfully scaled Wercflow to 20,000 users without paid marketing, demonstrating strong data-driven decision-making and cross-functional collaboration. At Glossom, achieved an 11% increase in conversion rates through effective A/B testing and customer journey enhancements. Passionate about leveraging behavioral analytics and UX design to create exceptional user experiences that drive growth.

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 paid marketing through automated onboarding and project verification.
- Implemented behavior-based triggers to enhance user engagement, boosting weekly active users by 45% through frictionless onboarding flows.
- Drove product-led growth by integrating AI-driven solutions that automated media production workflows, significantly reducing project timelines.
- Established a rapid experimentation culture, launching A/B tests that unlocked key conversion and monetization gains across user journeys.

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

- Transformed Glossom into an embeddable content engine, enabling beauty brands to feature user-generated content directly on their websites.
- Drove user acquisition by leveraging strategic partnerships, resulting in a 7-figure IP sale and enhanced brand visibility through creator content.
- Increased conversion rates by 11% by embedding verified user-generated content into eCommerce flows, reducing purchase friction.
- Implemented a rapid experimentation framework, running over 50 A/B tests that significantly improved user engagement and retention metrics.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Conversion Optimization

User Acquisition

A/B Testing

Subscription Growth

Customer Journey

Data-Driven Decision Making

Cross-Functional Collaboration

UX Design

Behavioral Analytics

Growth Marketing

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 and production agency delivering projects across major cities, establishing a global footprint in the media industry.
- Directed the complete product lifecycle for Treauu's iOS platform, connecting production professionals worldwide through innovative solutions.
- Engaged with top-tier clients like Nike and Frank Ocean, shaping strategies for impactful digital campaigns and experiential activations.
- Collaborated with creative teams to deliver high-impact pitch materials that secured significant projects and client partnerships.

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