ISAIAH PEGUES

Director of Product Management

To
DeepRec.ai

From
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Dear DeepRec.ai,

I am excited to apply for the Director of Product Management position at DeepRec.ai, where my extensive experience in AI-driven product management and cross-functional leadership will contribute to your mission of enhancing workflow automation. My proven ability to scale products and drive user engagement aligns perfectly with the goals outlined in the job description.

At Wercflow, I scaled the platform to 20,000 users and 2,000 B2B clients by embedding AI-driven workflow automation and enhancing user engagement through seamless onboarding. This experience honed my skills in product strategy and stakeholder management, allowing me to implement a product-led growth strategy that transformed user verification into a viral acquisition engine. This approach is documented in my case study, "Scaling User Engagement" available at https://isaiah.pegues.io/case-study-scaling-user-engagement.

Additionally, at resolution, I drove the launch of over 25 SaaS and marketplace products, scaling to 2.5M+ end-users through optimized go-to-market strategies. Leading cross-functional teams in agile environments, I accelerated the delivery of growth-focused features and maximized user engagement, showcasing my ability to leverage cloud infrastructure and data-driven decision-making.

I am eager to bring my expertise in AI integration and product lifecycle management to DeepRec.ai. I look forward to the opportunity to discuss how my background can contribute to your innovative team.

Best,

Isaiah Pegues

Portfolio