

# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

Results-driven Senior Product Manager with extensive experience in product management and market analysis. Proven track record in scaling Wercflow to 20,000 users without marketing spend and achieving a 45% increase in activation rates through automated on-boarding. Adept at strategic planning, cross-functional collaboration, and stakeholder management, with strong technical understanding and communication skills to address customer needs and drive product development throughout the product lifecycle.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Led product lifecycle management initiatives, enhancing user engagement through AI-driven workflow automation solutions.
- Conducted market analysis to identify user needs, resulting in a targeted approach that scaled Wercflow to 20,000 users.
- Developed and delivered product training sessions, improving cross-functional collaboration and stakeholder management.
- Implemented data-driven decisions that increased product adoption and streamlined media production workflows.

### 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

- Developed user-generated content strategies that increased engagement and product discovery on the platform.
- Implemented data-driven decisions to enhance video editing tools, improving user satisfaction and retention.
- Conducted market analysis to identify trends in social commerce, aligning product offerings with customer needs.
- Led product training sessions for internal teams, enhancing communication skills and cross-departmental collaboration.

## Details

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## Links

[LinkedIn](#)  
[Portfolio / Case Studies](#)  
[Github](#)

## Skills

Strategic Planning  
Market Analysis  
Product Development  
Product Training  
Cross-Functional Collaboration  
Stakeholder Management  
Customer Needs Assessment  
Technical Understanding  
Communication Skills  
User Engagement  
Product Roadmapping & Execution

## Languages

English Native  
German B1  
Spanish A2

## Product Manager, 19th & Park, New York

MARCH 2016 – AUGUST 2017

- Managed creative projects for high-profile clients, ensuring timely delivery and client satisfaction.
- Collaborated with cross-functional teams to develop marketing strategies that resonate with diverse audiences.
- Produced engaging content tailored for cross-generational audiences, enhancing brand visibility.
- Oversaw project budgets and timelines, maintaining profitability and efficiency.

## 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