

# ISAIAH PEGUES

Director of Product

To  
**Nota**

From

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**Dear Nota,**

I am excited to apply for the Director of Product position at Nota, where I can leverage my extensive experience in leading product strategy and execution within AI-driven environments. My background in developing scalable solutions and cross-industry applications aligns perfectly with Nota's vision of architecting a platform that enhances storytelling across various sectors. I am particularly drawn to the challenge of creating systems that unlock creativity and clarity at scale, which is central to this role.

In my previous role as Head of Product at Wercflow, I designed and executed a product-led growth strategy that scaled our platform to 20,000 users without any paid marketing. This achievement was driven by my focus on user experience and automation, which resulted in a seamless onboarding process and enhanced operational efficiency. Additionally, I secured €620K in pre-seed funding by aligning our product vision with market needs, demonstrating strong potential for AI-driven solutions. 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>.

At Glossom, I launched a mobile platform that achieved over 500K downloads organically, utilizing data-driven decisions and user engagement strategies to drive growth. My experience in transforming strategic partnerships into significant revenue streams, such as a 7-figure IP sale to L'Oréal, showcases my ability to integrate user-generated content into product offerings effectively. These experiences have equipped me with the skills necessary to lead a product team that supports both self-service users and enterprise clients with complex workflows.

I am eager to bring my expertise in AI-driven product development and cross-functional team leadership to Nota. I look forward to the opportunity to discuss how I can contribute to your team's success and help shape the future of your product offerings. Thank you for considering my application.

Best,

**Isaiah Pegues**

[Portfolio](#)