



# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

I'm a Product dude with 8+ years of figuring out how to make complex things simple—and occasionally making simple things... slightly more complicated (but only temporarily!). I've led cross-functional teams to launch 25+ SaaS, cloud, and mobile products, including a platform with 15K+ users and a mobile app that somehow convinced 500K people to hit download. I live for agile chaos, data debates, and those rare moments when users say, 'Wow, this just works.' I'm eager (borderline too eager) to bring my passion for intuitive, impactful solutions to my next product journey.

## Employment History

### Founder & Head of Product, Wercflow, Berlin

JANUARY 2022 – JANUARY 2025

- **Drove continuous experimentation**, developing innovative proof of concepts and testing AI-driven solutions to optimize media production workflows.
- **Redesigned processes to cut project execution time and costs**, delivering measurable value to users and improving team productivity.
- **Scaled platform to 20,000 users and onboarded 2,000 companies**, demonstrating strong B2B growth, user adoption, and market fit.
- **Implemented automated onboarding and iterative feature rollouts**, enhancing user experience, accelerating activation, and boosting operational efficiency.
- **Secured €620K in pre-seed funding**, validating product vision, driving market expansion, and aligning product strategy with both customer needs and business outcomes.

### Product Marketing Manager, resoulution GmbH, Berlin

OCTOBER 2019 – DECEMBER 2021

- **Led the development and launch of 25+ cloud-based SaaS and marketplace applications**, including a mobile product with 500,000+ downloads, driving new revenue streams, securing strategic partnerships with industry leaders, and accelerating digital innovation.
- **Managed cross-functional teams** across engineering, design, marketing, and data, fostering agile practices and guiding rapid iteration cycles to deliver customer-centric solutions that achieved strong market traction and user engagement.
- **Owned end-to-end product lifecycle**, from ideation and market validation to MVP delivery and scaling, leveraging user feedback, data analytics, and stakeholder collaboration to prioritize high-impact features aligned with business objectives.
- **Partnered with engineering teams** to define technical requirements, integrate cloud services (AWS, Azure), and ensure scalable, secure architectures—while embedding UX/UI best practices to enhance usability and customer satisfaction.
- **Drove significant revenue growth and operational efficiency** through data-driven product strategies, established KPIs/OKRs for continuous improvement, and launched internal tools—including AI-powered solutions—to streamline workflows and support strategic business goals.

## Details

Berlin  
Germany  
+49 15112205900  
[peguesi@gmail.com](mailto:peguesi@gmail.com)

## NATIONALITY

American

## Links

[Github.com](#)

## Skills

Product Management

Testing & Experimentation

SQL

Product Requirement  
Documentation (PRDs)

Product Lifecycle Management

KPI & OKR Management

## Languages

English

German

Spanish

## Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 – OCTOBER 2019

- Launched a mobile product that achieved over 500K downloads and established key partnerships with industry leaders like L'Oreal Professional
- Led rapid iteration cycles and product enhancements, resulting in significant market traction
- Focused on understanding customer pain points to deliver effective solutions in product management

## Senior 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.

## Project Manager / Business Analyst, S&P, New York

JUNE 2014 – JANUARY 2016

- Led financial analysis and forecasting for a multi-million dollar PC refresh project, resulting in a projected \$1
- 5 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
- Directed the development and workflow of internal project and budgeting software to ensure timely updates and off-cycle releases

## Analyst, Goldman Sachs, New York

JANUARY 2013 – JUNE 2014

- Collaborated with cross-functional teams, including Talent Acquisition and HR, to develop data-driven insights that enhanced decision-making in people strategy
- Created visualizations to clarify current conditions and pinpoint future opportunities, driving impactful changes within the global Securities organization
- Conducted root cause analyses to address issues and implemented solutions, tracking their effectiveness to ensure continuous improvement

## Education

### BSc, Saint John's University, New York City

AUGUST 2008 – MAY 2012

Double in Finance & Integrated Marketing