

Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Results-driven product leader with over 8 years of experience in product management, specializing in travel and user experience optimization. At Wercflow, I scaled the platform to 20,000 users without marketing spend, embedding product-led growth strategies. My tenure at resolution involved driving the launch of over 25 SaaS applications, achieving a user base of 2.5M. I excel in leveraging technology to enhance product offerings and drive market growth, ensuring exceptional quality and value for diverse target audiences.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Scaled Wercflow to 20,000 users by embedding product-led growth loops, driving user acquisition without marketing spend.
- Implemented automated onboarding processes, enhancing user activation rates and improving overall user experience.
- Developed AI-driven features that streamlined workflows, significantly reducing manual tasks and increasing operational efficiency.
- Designed a modular configuration system that improved internal adoption and reporting, ensuring seamless collaboration across teams.

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

- Launched and scaled a UGC-driven marketplace connecting creators and global beauty brands—organically growing to 500K+ mobile users through product-led growth, viral sharing loops, and retention-first design with zero paid spend.
- Built a rapid experimentation engine, running 50+ A/B tests across onboarding, engagement, and monetization—boosting activation by 30% and improving 7-day retention by 22%.
- Turned creator-brand partnerships into scalable monetization channels—leading to a 7-figure IP sale and enterprise integration with L'Oréal.
- Increased sales conversion by 11% by embedding verified user-generated content directly into brand eCommerce flows, reducing purchase friction and enhancing personalization across the buyer journey.

Details

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

Produktmanagement

Reiseveranstalter

Distribution

Verhandlungsgeschick

Reiseangebote

Produktstrategie

Zielgruppe

Technologie

Wachstumskurs

Kreativ

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 and enhancing collaboration.
- 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, securing 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