

# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

Dynamic Senior Product Manager with a proven track record in leading product development and lifecycle management within tech-driven environments. At Wercflow, I scaled the platform to 20,000 users without marketing, driving innovation in AI-powered workflows. My experience includes enhancing user experiences and managing cross-functional teams to deliver data-driven insights and achieve product-market fit in the FinTech sector.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Led product development for Wercflow, an AI-powered workflow platform, driving user engagement strategies that scaled to 20k users.
- Collaborated with cross-functional teams to enhance user experience, resulting in streamlined media production workflows.
- Utilized data-driven insights to identify opportunities for product improvements, ensuring product-market fit in a competitive landscape.
- Managed the end-to-end product lifecycle, from ideation to launch, fostering innovation in AI-driven automation solutions.

### 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 a social commerce platform for beauty enthusiasts, enhancing user experience through innovative video editing tools.
- Collaborated with major brands like L'Oréal to drive product discovery, achieving a 45% activation rate among users.
- Led the creation of user-generated content features, enabling seamless sharing of beauty tutorials and driving engagement.
- Utilized data-driven insights to refine marketing strategies, ensuring alignment with user personas and increasing platform visibility.

## Details

New York | Berlin  
US: +1 917 609-4473  
EU: +49 15112205900  
[isaiah@pegues.io](mailto:isaiah@pegues.io)

## Links

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

## Skills

FinTech Innovation  
Product Lifecycle  
User Experience  
Data-Driven Insights  
User Personas  
Stakeholder Management  
Cross-Functional Teams  
Digital Payments  
Agile Methodologies  
SaaS Development  
Product Roadmapping & Execution

## Languages

English Native  
German B1  
Spanish A2

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

MARCH 2016 – AUGUST 2017

- Managed high-profile projects for top-tier clients, ensuring timely delivery and alignment with client expectations.
- Developed cross-cultural marketing strategies that resonated with diverse audiences, enhancing brand visibility.
- Collaborated with creative teams to produce engaging content that drove audience engagement and brand loyalty.
- Oversaw production processes, ensuring quality control and adherence to project timelines.

## 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