Isaiah Pegues

PRODUCT MANAGEMENT

Profile

Built self-sustaining SaaS and mobile platforms that eliminated manual ops, triggered network effects, and scaled without bloated teams or engineering drag. I design clean UX, automate backend workflows, and launch monetization systems that drive activation, retention, and revenue—across web, iOS, and Android. I thrive in complex, full-stack product challenges—blending data, growth strategy, and technical intuition to ship fast and scale smart.

Employment History

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

JANUARY 2022 — JANUARY 2025

- **Built and scaled a two-sided marketplace** for creative professionals and brands, automating onboarding, trust, and workflow processes to remove friction and drive engagement.
- Designed **AI-powered tools** that eliminated manual production tasks, enabling faster project collaboration and content delivery across global teams.
- Implemented product-led growth loops, growing to **20,000 users organically** by embedding automation and data-driven engagement triggers.
- Created verification systems using real-world production data (projects + OCR), ensuring **platform credibility without manual reviews**—keeping the ecosystem trusted and scalable.
- Shipped critical features [sometimes in hours], balancing speed with stability to meet client demands and unlock new revenue opportunities.

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.
- Drove agile delivery of key features, cutting time-to-market and positioning resolution as a leader in Atlassian's cloud transition.

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 — OCTOBER 2019

- **Pioneered AR-integrated UGC commerce experiences** in partnership with **L'Oréal**, enabling beauty influencers to create interactive, shoppable content—years before social platforms adopted AR effects for retail.
- Launched and scaled a mobile platform to 500K+ downloads organically, driving user acquisition through product-led growth tactics, viral sharing mechanics, and retention-focused design—all achieved with a $0 budget
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding, paywalls, and engagement flows—driving a 30% increase in activation rates and improving 7-day retention by 22% through data-driven optimizations.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Product-Led Growth (PLG)

Zero-to-One Product Development

Go-to-Market Strategy

Mobile Acquisition Channels

User-Centric Design

Data Analysis - SQL / Excel / Tableau

Push Notifications / In-App Messaging

Automation & Workflow Optimization

Agile & Lean Methodologies

Virality / Referral Loops

Product Roadmapping & Execution

Languages

English

German

Spanish

- Leveraged data and automation to personalize user experiences, boosting retention and turning creative expression into a scalable growth engine.

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.

Business Analyst, S&P Capital IQ, 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