

Isaiah Pegues

SENIOR PRODUCT MANAGER, FINANCIAL SERVICES

Profile

Results-driven Senior Product Manager with expertise in product-led growth and automation within SaaS environments. Proven track record in scaling Wercflow to 20,000 users without marketing and achieving an 11% increase in conversion rates through data-driven enhancements. Adept at cross-functional leadership and agile methodologies, I leverage user experience insights to drive product innovation in financial services, ensuring alignment with market needs and user engagement.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed AI-driven solutions automating media production workflows, enhancing user experience and operational efficiency.
- Scaled Wercflow to 20,000 users organically, embedding product-led growth loops to drive user engagement.
- Implemented automated onboarding processes, boosting activation rates while ensuring compliance with privacy standards.
- Developed behavior-driven recommendation systems that increased user retention through personalized experiences.

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 mobile platform achieving 500K+ downloads organically, driving user acquisition through product-led growth tactics.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement flows—boosting activation by 30%.
- Led strategic partnership growth, turning collaboration opportunities into revenue drivers—culminating in a 7-figure IP sale with L'Oréal.
- Drove an 11% uplift in conversion rates by embedding user-generated content (UGC) directly into eCommerce flows, enhancing personalization.

Details

New York | Berlin

US: +1 917 609-4473

EU: +49 15112205900

isaiah@pegues.io

Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

Product Management

Financial Services

SaaS Solutions

User Engagement

Automation Expertise

Data-Driven Decisions

Cross-Functional Leadership

Agile Methodologies

Market Analysis

Customer Retention

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, experiential, and production agency delivering projects across New York, LA, Atlanta, London, and Paris.
- Led end-to-end development of Treauu's iOS platform and marketplace, managing the full product lifecycle from ideation to launch.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development for digital campaigns.
- Collaborated with creative and production teams to deliver high-impact pitch materials that secured key projects and client engagements.

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