Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

AI-native product leader with 8+ years driving zero-to-one builds that unlock business growth. I specialize in turning complex problems into intuitive, scalable tools—leading cross-functional teams to ship fast and iterate with purpose. I've built SaaS, cloud, and AI-powered systems used by thousands of businesses across verticals. I design products where AI isn't a bolt-on feature, but a core collaborator—helping merchants operate smarter, faster, and with less friction.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Designed and launched ML-driven automation for creative workflows, enhancing project timelines and operational efficiency.
- Scaled Wercflow to 20,000 users and 2,000 B2B clients, demonstrating strong market fit through continuous feature iteration.
- Implemented automated onboarding and modular feature rollouts, boosting activation rates by 45% while managing sensitive data.
- Developed a full-stack NLQ-to-SQL AI system, generating 1M+ training pairs to ensure accuracy and performance in media search.

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 mobile platform achieving 500K+ in downloads with $0 marketing budget.
- Prioritized user feedback and analytics to guide rapid product iterations, resulting in sustained engagement and market traction.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website—driving an 11% increase in conversion rates.
- Built a rapid experimentation engine, running 50+ A/B tests across on-boarding, engagement, and monetization—boosting activation by 30%.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Data Analysis

User Authentication

API Design

Cloud Infrastructure

Cross-Functional Collaboration

Scalable Systems

MFA Implementation

Session Management

Product Vision

Quantitative Metrics

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 and strategy to design, development, and launch.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy for digital, omni-channel campaigns.
- Collaborated with creative and production teams to deliver high-impact pitch materials—crafting RFP responses, proposals, and interactive prototypes 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