

ISAIAH PEGUES

Product Owner, Insights and Analytics (AI Solutions)

To
NBCUniversal

From
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Dear NBCUniversal,

I am excited to apply for the Product Owner, Insights and Analytics (AI Solutions) position at NBCUniversal. With a strong background in AI solutions and data analytics, I have successfully led cross-functional teams to develop innovative product roadmaps that enhance user experience. My experience aligns perfectly with your needs for a strategic leader who can drive insights and analytics initiatives.

At Wercflow, an AI-powered workflow platform, I designed and launched solutions that automated media production workflows, significantly enhancing efficiency and reducing operational costs. I scaled the platform to 20,000 users and achieved over 500K downloads without a marketing budget. This experience has equipped me with the skills to implement data-driven decision frameworks and optimize product strategies that align with user needs and market demands.

Additionally, at Resolution, I led the development of over 25 SaaS applications, achieving 2.5M+ users through strategic product growth initiatives. My ability to integrate AI tools to streamline user management processes and enhance productivity has been pivotal in driving data-driven decisions and improving user engagement. This approach is documented in my case study, "Transforming User Management with AI Solutions" available at <https://isaiah.pegues.io/case-study-transforming-user-management>.

I am eager to bring my expertise in AI and analytics to NBCUniversal and contribute to your innovative projects. I look forward to the opportunity to discuss how my background and skills can help drive your insights and analytics initiatives forward.

Best,

Isaiah Pegues

[Portfolio](#)