

Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Dynamic Senior Product Manager with extensive experience in AI-driven automation and workflow optimization. Proven track record in scaling products, having successfully scaled Wercflow to 20,000 users without paid marketing. Adept at leading cross-functional teams to enhance user experience and drive data-driven decision-making. Expertise in SaaS and agile methodologies, focusing on stakeholder management and cloud solutions to deliver impactful results.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed AI-driven solutions automating media production workflows, enhancing efficiency and reducing project timelines.
- Implemented product-led growth loops, scaling Wercflow to 20,000 users organically through behavior-based engagement triggers.
- Led cross-functional teams to ship critical features rapidly, leveraging automation to boost user retention and reduce operational overhead.
- Created a dynamic trust framework that safeguarded marketplace integrity without manual intervention, ensuring user credibility.

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 UGC-driven marketplace connecting creators and global beauty brands, organically growing to 500K+ mobile users through product-led growth.
- Built a rapid experimentation engine, running over 50 A/B tests across onboarding and engagement, boosting activation by 30% through data-driven optimizations.
- Drove an 11% uplift in conversion rates by embedding user-generated content (UGC) directly into eCommerce flows, enhancing personalization.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate UGC into their website, driving significant revenue.

Details

New York | Berlin

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

Product Management

SaaS Solutions

Agile Methodologies

User Experience

Stakeholder Management

Data-Driven Decisions

Automation Techniques

Workflow Optimization

Cross-Functional Leadership

Market Strategy

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, 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 world-wide.
- 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 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