Isaiah Pegues

PRODUCT GROWTH LEAD

Profile

Dynamic Product Growth Lead with extensive experience in scaling SaaS products and driving growth through strategic product roadmaps and cross-functional collaboration. Successfully scaled Wercflow to 20,000 users while enhancing user engagement through innovative growth experiments. Proven ability to manage enterprise sales discussions and optimize key metrics like MRR and churn. Passionate about leveraging data-driven insights to inform go-to-market strategies and improve trial conversion rates.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Designed AI-driven solutions that automated media production workflows, enhancing operational efficiency and reducing project timelines.
- Scaled Wercflow to 20,000 users through a product-led growth loop, leveraging automated data imports and user verification.
- Implemented onboarding processes that boosted activation rates by 45%, ensuring seamless user experiences and high retention.
- Led cross-functional teams to rapidly ship features, embedding growth experiments to optimize key metrics like churn and MRR.

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, achieving 500K+ downloads through product-led growth.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement, driving a 30% increase in activation rates.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website.
- Increased sales conversion by 11% by embedding verified UGC directly into brand eCommerce flows, enhancing personalization and reducing friction.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Product Roadmap

Growth Experiments

SaaS Strategy

Enterprise Sales

Cross-Functional Leadership

User Engagement

Churn Reduction

Trial Conversion

API Integration

Strategic Execution

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.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, from ideation through to launch, facilitating connections among 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 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