



Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Product leader specializing in AI-driven automation, mobile-first marketplaces, and workflow optimization. I've built scalable, self-sustaining systems that replaced manual ops, unlocked growth loops, and scaled two-sided platforms 0 to 1—without heavy engineering and inflated marketing. From automating onboarding flows to driving user engagement and retention, I focus on product-led growth through fast iteration, user insight, and data-backed strategy. I thrive in complex environments, leading cross-functional teams to deliver real-world impact, fast.

Employment History

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

JANUARY 2022 – JANUARY 2025

- **Built and scaled Wercflow's multi-sided marketplace from 0 to 20k customers** by turning in-app verification into a [viral growth loop](#) and leveraging automated data imports to drive **network effects** and marketplace liquidity.
- **Automated onboarding and activation**, boosting weekly active professionals and companies by **65% in under two months** through frictionless funnels and behavior-based triggers—solving cold-start challenges typical in marketplaces.
- Shipped revenue-critical features fast, including a no-code contact capture system (Zapier + Postgres) that bridged supply-demand gaps and accelerated **time-to-value**—delivered in **3 hours to save \$500k annual contract**
- Increased engagement and reduced churn -28% by designing **self-reinforcing data loops** and personalized user journeys—using automated enrichment and AI-powered recommendations to keep multiple sides of the marketplace active and converting.
- Embedded a **rapid experimentation culture**, running A/B tests across onboarding, multi-variate tests, feature adoption, and monetization touchpoints—unlocking key improvements in **conversion rates, retention, and GMV growth**.

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 – DECEMBER 2021

- **Drove growth and launch of 25+ SaaS and marketplace products**, scaling to **2.5M+ end-users in three years** through optimized go-to-market strategies and rapid iteration.
- **Implemented AI-driven automation** across internal workflows, boosting operational efficiency by **25%** and freeing resources to focus on user acquisition and retention initiatives.
- **Led cross-functional teams** (engineering, design, data) to accelerate delivery of growth-focused features—reducing time-to-market and maximizing user engagement in agile sprints.
- **Defined and executed product-growth strategies**, leveraging cloud infrastructure (AWS, Azure) and embedding KPI/OKR frameworks to align teams around acquisition, activation, and retention metrics. Defined product strategies leveraging cloud infrastructure (AWS, Azure) and embedded data-driven decision frameworks (KPIs/OKRs).

Details

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Links

LinkedIn
Portfolio / Case Studies
Github

Skills

Product-Led Growth (PLG)

0 to 1 Product Development

Go-to-Market Strategy

Data-Driven Product Strategy

User-Centric Design

Data Analysis - SQL / Excel /
Tableau

SaaS & Cloud Platforms (AWS,
Azure)

Automation & Workflow
Optimization

Agile & Lean Methodologies

Technical Stakeholder
Management

Product Roadmapping &
Execution

Languages

English

German

Spanish

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**, viral sharing loops, and retention-first design with zero paid spend.
- Built a rapid experimentation engine, running 50+ A/B tests across onboarding, engagement, and monetization—**boosting activation by 30% and improving 7-day retention by 22%**.
- Turned creator-brand partnerships into scalable monetization channels—leading to a 7-figure IP sale and enterprise integration with L'Oréal.
- **Increased sales conversion by 11%** by embedding verified user-generated content directly into brand eCommerce flows, reducing purchase friction and enhancing personalization across the buyer journey..

Product Manager, 19th and 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 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 Capital IQ, 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