

# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

Dynamic Senior Product Manager with extensive experience in leading product strategy and vision in B2B SaaS environments. Proven track record in driving product lifecycle and enhancing user journeys, having scaled Wercflow to 20,000 users and achieved 500K+ downloads for Glossom. Adept at cross-functional collaboration and data-driven decision-making, with a growth mindset focused on customer engagement and innovative API design.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed AI-driven solutions to automate media production workflows, enhancing efficiency and reducing operational costs.
- Scaled Wercflow to 20,000 users by embedding product-led growth loops and behavior-based engagement triggers.
- Implemented automated onboarding processes, boosting activation rates by 45% while maintaining user satisfaction.
- Secured €620K in pre-seed funding by aligning product vision with market demand and driving innovation.

### 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 over 500K mobile users through product-led growth.
- Built a rapid experimentation framework, running 50+ A/B tests across onboarding and engagement, boosting activation by 30% through data-driven optimizations.
- 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.
- Drove an 11% uplift in conversion rates by embedding verified user-generated content directly into brand eCommerce flows, enhancing personalization.

## Details

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## Links

[LinkedIn](#)  
[Portfolio / Case Studies](#)  
[Github](#)

## Skills

Product Vision  
B2B SaaS  
User Journey  
Cross-Functional  
Data-Driven  
Customer Engagement  
Product Lifecycle  
Growth Mindset  
API Design  
Market Trends  
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 campaigns and experiential activations.
- 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