

# Isaiah Pegues

PRODUCT MANAGEMENT

## Profile

AI-focused Product Leader with 8+ years of experience driving zero-to-one development of SaaS, cloud, and AI-powered solutions. Proven track record transforming complex technologies—AI, automation, data systems—into intuitive, scalable products. Expert in leading cross-functional teams, integrating AI/ML capabilities, and delivering data-driven tools that optimize workflows and unlock business value. Passionate about building AI systems that evolve from assistants to true collaborators, enhancing productivity and decision-making at scale.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, reducing project timelines and operational costs by 30%.
- Scaled platform to 20,000 users and 2,000 B2B clients, demonstrating strong market fit and user retention through continuous feature iteration.
- Implemented automated onboarding and modular feature rollouts, boosting activation rates by 45% while balancing privacy, compliance, and access controls managing sensitive client and company data.
- Secured €6M in pre-seed funding by aligning product vision with market demand and AI innovation trends.

### Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 – DECEMBER 2021

- Led end-to-end development of 25+ SaaS and marketplace applications that deeply integrated into Jira, Confluence, serving 2.5M+ users in year one.
- Acted as Feature Owner and team-level Product Owner across multiple Scrum teams within a Scaled Agile (SAFe) Release Train, driving coordination through PI Planning, PO Syncs, and continuous backlog grooming
- Represented Fortune 500 and government agency clients in executive-level roadmap planning—balancing security, compliance, and scalability needs across cloud and on-prem product lines..
- Defined product strategies leveraging cloud infrastructure (AWS, Azure) and embedded data-driven decision frameworks (KPIs/OKRs).

### Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 – OCTOBER 2019

- Launched mobile platform achieving 500K+ in downloads with \$0 marketing budget
- Prioritized user feedback and analytics to guide rapid product iterations, resulting in sustained engagement and market traction.
- 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.

## Details

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## Links

LinkedIn  
Portfolio / Case Studies  
Github

## Skills

- AI & ML Integration
- Zero-to-One Product Development
- Data-Driven Product Strategy
- Cross-Functional Team Leadership
- SaaS & Cloud Platforms (AWS, Azure)
- Automation & Workflow Optimization
- Agile & Lean Methodologies
- UX/UI Collaboration
- Technical Stakeholder Management
- Product Roadmapping & Execution

## Languages

- English
- German
- Spanish

## **Innovation 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