

# Isaiah Pegues

DIRECTOR OF PRODUCT, CLIENT EXPERIENCE

## Profile

Dynamic product leader with over 7 years of experience in managing product roadmaps and enhancing client experiences in the fintech sector. Proven track record of scaling Wercflow to 20,000 users without marketing and driving user engagement through data-driven strategies. Adept at collaborating with cross-functional teams to optimize user journeys and integrate user feedback into product life-cycles, ensuring alignment with business objectives.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Led the development of AI-driven features, enhancing user engagement and streamlining workflows for creative teams.
- Collaborated with cross-functional teams to define the product roadmap, aligning user needs with business objectives.
- Utilized data-driven insights to refine user feedback processes, improving operational efficiency and client satisfaction.
- Scaled Wercflow to 20,000 users without marketing, demonstrating effective user acquisition strategies.

### 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

- Developed video editing tools that enhanced user-generated content, driving product discovery and shopping directly through video.
- Achieved an 11% increase in conversion rates through strategic integration of user feedback into product features.
- Collaborated with cross-functional teams to optimize the user journey, ensuring a seamless experience for beauty enthusiasts.
- Leveraged data-driven insights to refine marketing strategies, resulting in significant growth in user engagement.

## Details

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## Links

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

## Skills

Product Roadmap  
Client Experience  
User Journey  
B2B2C Strategy  
Data-Driven Insights  
User Feedback Integration  
Product Lifecycle  
Collaboration Skills  
Stakeholder Management  
Operational Efficiency  
Product Roadmapping & Execution

## Languages

English Native  
German B1  
Spanish A2

## Product Manager, 19th & Park, New York

MARCH 2016 – AUGUST 2017

- Executed creative marketing campaigns that resonated with cross-generational audiences, enhancing brand engagement.
- Managed production processes for diverse content types, ensuring timely delivery and high-quality outcomes.
- Collaborated with stakeholders to develop content strategies that align with client objectives and market trends.
- Utilized feedback from cross-cultural audiences to refine marketing approaches, driving user experience improvements.

## 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