



# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

Product leader focused on AI-powered automation, workflow optimization, and user-centered design. I've built autonomous systems that replaced manual workflows, scaled data pipelines without heavy engineering, and shipped high-impact features in hours. I thrive on solving complex problems end-to-end—combining technical strategy, UX thinking, and data-driven decisions to deliver scalable solutions and real business results, fast.

## 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%.
- Secured €620K 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, serving 2.5M+ users within the first year.
- Integrated AI-powered tools to streamline internal processes, increasing operational efficiency by 25%.
- Directed cross-functional teams (engineering, design, data) in agile environments, accelerating time-to-market for high-impact features.
- 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

New York | Berlin  
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## Links

LinkedIn  
Portfolio / Case Studies  
Github

## Skills

Workflow Optimization & Automation

Zero-to-One Product Development

Go-to-Market Strategy

Data-Driven Product Strategy

User-Centric Design

Cross-Functional Team Leadership

SaaS & Cloud Platforms (AWS, Azure)

Automation & Workflow Optimization

Agile & Lean Methodologies

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