



Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Product leader with 8+ years of experience building SaaS and cloud solutions that simplify complex workflows and drive business impact. Proven track record of turning messy processes and technologies into intuitive, scalable products. Skilled at leading cross-functional teams, optimizing workflows through smart automation and data-driven tools, and delivering products that boost efficiency, productivity, and decision-making. Passionate about creating solutions that make work faster, smoother, and smarter—especially when starting from a blank slate.

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

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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

UX/UI Collaboration

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