Isaiah Pegues

HEAD OF GO-TO-MARKET (GTM)

Profile

Dynamic Head of Go-to-Market professional with extensive experience in product management and pipeline generation, particularly within AI-driven environments. Successfully scaled Wercflow to 20k users and 2k B2B clients, demonstrating expertise in demand generation and account-based marketing. Proven ability to leverage CRM systems and data enrichment tools to optimize lead nurture strategies and enhance strategic content, driving significant growth and market presence.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Designed and launched AI-driven solutions that automated media production workflows, enhancing efficiency and reducing operational costs.
- Scaled Wercflow to 20,000 users and 2,000 B2B clients, demonstrating strong market fit through continuous feature iteration.
- Implemented automated onboarding processes, boosting activation rates by 45% and improving user engagement.
- Developed pipeline management capabilities that optimized lead nurture strategies, driving significant growth in user acquisition.

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 downloads with zero marketing spend.
- Built a rapid experimentation framework, running 50+ A/B tests across onboarding and engagement, boosting activation rates by 30%.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate UGC into their website, driving an 11% increase in conversion rates.
- Increased sales conversion by 11% by embedding verified UGC directly into brand eCommerce flows, enhancing personalization and reducing purchase friction.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Demand Generation

Pipeline Development

Demand Generation

Account-Based Marketing

CRM Systems Expertise

Data Enrichment Tools

Marketing Automation

Sales Intelligence

Lead Nurture Strategies

Strategic Content Creation

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 and production agency delivering projects across New York, LA, Atlanta, London, and Paris.
- Directed the complete product lifecycle for Treauu's iOS platform, managing from ideation to launch, connecting production professionals worldwide.
- Engaged with leading clients such as Nike and Frank Ocean, shaping strategies for digital campaigns and experiential activations.
- Collaborated with creative teams to deliver high-impact pitch materials, securing significant projects and client partnerships.

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 work-force 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