

# Isaiah Pegues

DIRECTOR OF PRODUCT MANAGEMENT

## Profile

Dynamic product management leader with extensive experience in AI-driven solutions and workflow optimization. Proven track record of scaling innovative products, including Wercflow, which achieved 20,000 users. Expertise in driving cross-functional teams to deliver exceptional user experiences and leverage data-driven decision making. Passionate about emerging technologies and SaaS, committed to fostering innovation and enhancing product strategies.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Led the development of AI-powered workflow solutions, optimizing creative team collaboration and reducing project timelines by 30%.
- Scaled Wercflow to 20,000 users, enhancing user engagement through innovative product features and streamlined processes.
- Implemented data-driven decision making to improve operational efficiency, resulting in a 45% increase in project delivery speed.
- Drove cross-functional leadership initiatives, aligning product strategy with market needs and fostering a culture of innovation.

### 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

- Led the development of a social commerce platform, achieving 500K users through innovative video editing tools for beauty enthusiasts.
- Implemented user engagement strategies that increased product discovery and shopping conversion rates by 45%.
- Drove cross-functional leadership initiatives to enhance user experience and streamline content creation processes.
- Utilized data-driven decision making to optimize marketing strategies, resulting in a significant boost in user retention.

## Details

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## Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

## Skills

Product Management

AI Solutions

Workflow Optimization

Cross-Functional Leadership

SaaS Development

User Experience Design

Data-Driven Decisions

Agile Methodologies

Market Strategy

Stakeholder Engagement

Product Roadmapping & Execution

## Languages

English Native

German B1

Spanish A2

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

MARCH 2016 – AUGUST 2017

- Collaborated with high-profile clients to create impactful marketing campaigns.
- Managed the full product lifecycle, from concept to execution, ensuring alignment with client goals.
- Developed cross-generational content strategies that resonated with diverse audiences.
- Led a team of creatives to produce engaging content that enhanced brand visibility.

## 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