

# ISAIAH PEGUES

Head of Product, Precision Wellness Program Lead

To  
**Clean Market**

From  
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**Dear Clean Market,**

I am excited to apply for the Head of Product position at Clean Market, where I can leverage my extensive experience in product strategy and user engagement within health technology. My background in leading product teams and managing innovative wellness programs aligns perfectly with your mission to enhance consumer health through technology.

At Wercflow, I implemented AI-driven automation that scaled our platform to 20,000 users, significantly enhancing user engagement through seamless workflows. My focus on data-driven decision-making and cross-functional leadership allowed us to rapidly deliver impactful features that met user needs. This approach is documented in my case study, "Scaling User Engagement through AI Innovations" available at <https://isaiah.pegues.io/case-study-scaling-user-engagement>.

In my role at resolution, I drove the launch of over 25 SaaS products, scaling to 2.5M+ users through optimized go-to-market strategies. By implementing AI-driven tools, I enhanced user management and operational efficiency, which directly contributed to improved user satisfaction. My ability to define product strategies that leverage cloud infrastructure has consistently aligned teams around growth and retention metrics.

I am eager to bring my expertise in product management and passion for wellness to Clean Market. I look forward to the opportunity to discuss how I can contribute to your team and help drive the success of your Precision Wellness Program.

Best,

**Isaiah Pegues**

[Portfolio](#)