



Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Product leader with 8+ years owning full product lifecycles across mobile and web; from zero-to-one MVPs to scaled platforms. I specialize in turning behavioral insights into user-centric features, building cross-functional velocity, and driving measurable impact through A/B testing, rapid iteration, and experimentation. I've led teams that launched multi-platform apps, scaled marketplaces, and embedded automation into daily workflows—all with a focus on improving engagement, retention, and outcomes.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Led the end-to-end development of an internal platform used by media professionals to manage projects, streamline campaign workflows, and eliminate manual operations—serving 20k+ customers globally.
- Designed a modular configuration system to automate onboarding, internal adoption, and reporting, reducing time-to-activation by 45% and boosting weekly active users.
- Consolidated fragmented tools into a unified workflow suite, enabling seamless collaboration across production, creative, and client-facing teams while maintaining platform stability.
- Embedded rapid experimentation (A/B testing, user triggers, behavior analytics) directly into the product stack—accelerating iteration cycles and driving improvements in engagement, retention, and conversion.

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

- Engineered viral **engagement loops** by encouraging users to co-create and share content—fueling organic growth and ongoing usage.
- Boosted **activation and retention** by 30% through a multi-step onboarding experiment that aligned user intent with immediate value delivery.
- Monetized via native commerce integrations—embedding shoppable UGC directly into content streams, increasing GMV and LTV.
- Partnered with L'Oréal to embed the platform into their D2C flow—contributed to an 11% lift in conversion and a 7-figure exit deal.
- Used event-based analytics to guide continuous retention improvements, including reward mechanisms and gamified milestones.

Details

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

UX/UI Collaboration

Cross-Functional Team Leadership

SaaS & Cloud Platforms (AWS, Azure)

Automation & Workflow Optimization

Agile & Lean Methodologies (SCRUM, SAFe)

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