

# Isaiah Pegues

SENIOR PRODUCT MANAGER - INSIGHTS AND ANALYTICS

## Profile

Dynamic Senior Product Manager with extensive experience in AI-driven product development and analytics. Proven track record in scaling innovative solutions, having successfully scaled Wercflow to 20k users and 2k B2B clients. Adept at leading cross-functional teams to deliver data-driven decision-making and enhance user engagement. Expertise in SaaS and cloud platforms, utilizing Agile methodologies to drive product management excellence.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, enhancing user engagement through seamless integration of automation.
- 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% while balancing privacy and compliance.
- 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 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 mobile platform to 500K+ downloads organically, driving user acquisition through product-led growth tactics.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement, boosting activation by 30%.
- Led strategic partnership growth, transforming collaboration opportunities into revenue drivers, culminating in a 7-figure IP sale.
- Drove an 11% uplift in conversion rates by embedding user-generated content (UGC) directly into eCommerce flows, enhancing personalization.

## Details

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## Links

[LinkedIn](#)  
[Portfolio / Case Studies](#)  
[Github](#)

## Skills

AI solutions  
product management  
analytics  
stakeholder management  
cross-functional teams  
data-driven decision making  
user engagement  
SaaS platforms  
cloud technologies  
Agile methodologies  
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, experiential, and production agency delivering projects across New York, LA, Atlanta, London, and Paris.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, managing the full product lifecycle from ideation and strategy to design, development, and launch.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy for digital campaigns and experiential activations.
- 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 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