

Isaiah Pegues

HEAD OF PRODUCT MANAGEMENT

Profile

Dynamic Head of Product Management with extensive experience in e-commerce and customer experience optimization. Proven track record in driving product strategy and digital transformation, leading cross-functional teams to enhance user journeys. Successfully scaled Glossom to over 500K downloads, leveraging data analytics to boost engagement. Passionate about product innovation and market research to meet DTC demands and elevate customer satisfaction.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, reducing project timelines and operational costs by 30%.
- Scaled the 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%.
- 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 UGC-driven marketplace connecting creators and global beauty brands—organically growing to 500K+ mobile users through product-led growth.
- Built a rapid experimentation engine, running 50+ A/B tests across onboarding and engagement, driving a 30% increase in activation rates.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website.
- Increased sales conversion by 11% by embedding verified UGC directly into brand eCommerce flows, enhancing personalization across the buyer journey.

Details

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

Product Strategy

Customer Experience

Data Analytics

E-commerce

Digital Transformation

Cross-Functional Collaboration

User Journey Mapping

Product Innovation

Market Research

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, 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 world-wide.
- 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 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