Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Built self-sustaining systems that eliminated manual ops, unlocked network effects, and scaled two-sided platforms without bloated teams or heavy engineering. Expert in automating data pipelines, designing frictionless UX, and driving liquidity, engagement, and retention. Thrive in solving complex end-to-end problems—blending technical strategy, growth tactics, and data to deliver scalable products and real business impact, fast.

Employment History

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

JANUARY 2022 — JANUARY 2025

- **Designed AI-driven systems to automate workflows** for media professionals, using OCR and data pipelines to process unstructured, third-party PII (callsheets) in a privacy-conscious way—balancing automation with user control and opt-out mechanisms.
- Built a **dynamic trust and verification framework** that safeguarded marketplace integrity without manual intervention—ensuring only verified users accessed sensitive project data while maintaining platform liquidity.
- Scaled a two-sided marketplace to **20,000 users organically**, embedding product-led growth loops and behavior-based engagement triggers.
- Led cross-functional teams to ship critical features fast, turning data automation and AI recommendations into tools that increased user retention and reduced operational overhead.
- Implemented a rapid experimentation culture with A/B testing across onboarding, feature adoption, and engagement flows—driving sustained growth through data-driven iteration.

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.
- Drove agile delivery of key features, cutting time-to-market and positioning resolution as a leader in Atlassian's cloud transition.

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 — OCTOBER 2019

- Launched a **UGC-based shopping platform** targeting beauty influencers—integrating early AR features in partnership with **L'Oréal** to enable interactive, shoppable content experiences.
- Developed systems to manage and moderate user-generated content at scale, ensuring authenticity and safety without stifling creator engagement—laying groundwork for modern social commerce governance.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

Product-Led Growth (PLG)

Zero-to-One Product Development

Go-to-Market Strategy

Governance Frameworks

User-Centric Design

Data Analysis - SQL / Excel / Tableau

SaaS & Cloud Platforms (AWS, Azure)

Automation & Workflow Optimization

Agile & Lean Methodologies

Technical Stakeholder Management

Product Roadmapping & Execution

Languages

English

German

Spanish

- Leveraged data insights and automation to personalize content feeds and optimize creator-buyer interactions, increasing retention and driving viral growth without paid marketing.
- Built engagement loops that turned creators into growth engines—designing product features that encouraged sharing, content creation, and network effects.
- Closed a **7-figure IP sale** through strategic product positioning and enterprise integration.

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