

Isaiah Pegues

PRODUCT OWNER

Profile

Dynamic Product Owner with extensive experience in product management and ownership, adept at leveraging Agile methodologies to drive user-centric design. Successfully scaled Wercflow to 20,000 users and led the development of over 25 SaaS applications serving 2.5M users. Proficient in managing product backlogs and collaborating with cross-functional teams using tools like Jira and Confluence to deliver impactful solutions aligned with product vision.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed AI-driven solutions that automated media production workflows, enhancing productivity and reducing operational costs.
- Scaled Wercflow to 20,000 users by embedding product-led growth loops that transformed user verification into a viral acquisition engine.
- Implemented automated onboarding processes, boosting user activation rates by 45% through behavior-based triggers and streamlined workflows.
- Established a rapid experimentation culture, leveraging A/B testing to optimize feature adoption and user engagement across the platform.

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, achieving 500K+ downloads through product-led growth tactics.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement, boosting activation by 30% and improving retention.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website, driving an 11% increase in conversion rates.
- Drove an 11% uplift in conversion rates by embedding verified user-generated content directly into brand eCommerce flows, enhancing personalization.

Details

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

Product Owner

Agile Methodologies

Scrum Practices

User Research

Product Backlog

Cross-Functional Teams

Stakeholder Engagement

Mentorship Skills

User-Centric Design

Product Vision

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 and production agency, delivering projects across major cities and establishing a global footprint.
- Directed the complete product lifecycle for Treauu's iOS platform, managing from ideation to launch, connecting production professionals worldwide.
- Partnered with top-tier clients including Nike and Frank Ocean, driving concept development for digital campaigns and experiential activations.
- Collaborated with creative teams to deliver high-impact pitch materials that secured significant projects and client partnerships.

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