



# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

I'm a zero-to-one Product Builder with 8+ years turning complex tech—AI, cloud, data—into intuitive, user-loved products. I thrive where there's no roadmap, leading teams to ship impactful SaaS, mobile, and AI-powered tools. Lately, I've focused on building AI systems that act as true collaborators, not just assistants. I'm excited to push ChatGPT further—transforming it into a smart co-worker that just works for millions.

## Employment History

### Founder & Head of Product, Wercflow, Berlin

JANUARY 2022 — JANUARY 2025

- **Drove continuous experimentation**, developing innovative proof of concepts and testing AI-driven solutions to optimize media production workflows.
- **Redesigned processes to cut project execution time and costs**, delivering measurable value to users and improving team productivity.
- **Scaled platform to 20,000 users and onboarded 2,000 companies-**, demonstrating strong B2B growth, user adoption, and market fit.
- **Implemented automated onboarding and iterative feature rollouts**, enhancing user experience, accelerating activation, and boosting operational efficiency.
- **Secured €620K in pre-seed funding**, validating product vision, driving market expansion, and aligning product strategy with both customer needs and business outcomes.

### Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 — DECEMBER 2021

- **Led the development and launch of 25+ cloud-based SaaS and marketplace applications**, that had 2.5M end-users at the end of year one.
- **Managed cross-functional teams** across engineering, design, marketing, and data, fostering agile practices and guiding rapid iteration cycles to deliver customer-centric solutions that achieved strong market traction and user engagement.
- **Owned end-to-end product lifecycle**, from ideation and market validation to MVP delivery and scaling, leveraging user feedback, data analytics, and stakeholder collaboration to prioritize high-impact features aligned with business objectives.
- **Partnered with engineering teams** to define technical requirements, integrate cloud services (**AWS, Azure**), and ensure scalable, secure architectures—while embedding UX/UI best practices to enhance usability and customer satisfaction.
- **Drove significant revenue growth and operational efficiency** through data-driven product strategies, established KPIs/OKRs for continuous improvement, and launched internal tools—including AI-powered solutions—to streamline workflows and support strategic business goals.

## Details

Berlin

Germany

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[peguesi@gmail.com](mailto:peguesi@gmail.com)

NATIONALITY

American

## Links

[Github.com](#)

## Skills

0-1 Product Development

Figuring it out

Process Optimization

Agile Product Development

## Languages

English

German

Spanish

## Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 – OCTOBER 2019

- Launched a mobile product that achieved over 500K downloads and established key partnerships with industry leaders like L'Oreal Professional
- Led rapid iteration cycles and product enhancements, resulting in significant market traction
- Focused on understanding customer pain points to deliver effective solutions in product management

## 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