

ISAIAH PEGUES

Senior Product Manager

To
PeopleForce

From
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Dear PeopleForce,

I am excited to apply for the Senior Product Manager position at PeopleForce. With over five years of experience leading product strategy and vision in B2B SaaS environments, I have a proven track record of driving product lifecycles and enhancing user journeys. My background in AI-driven solutions and user engagement aligns perfectly with PeopleForce's commitment to delivering exceptional HR technology solutions.

At Wercflow, I designed AI-driven solutions that automated media production workflows, significantly enhancing efficiency and reducing operational costs. I successfully scaled Wercflow to 20,000 users by embedding product-led growth loops and behavior-based engagement triggers. This experience has equipped me with the skills to take full accountability for outcomes, ensuring that product features drive real customer and business impact. This approach is documented in my case study, "From MVP to Monetization in 3 Hours" available at <https://isaiah.pegues.io/case-study-shipped-in-3-hours>.

In my role at resolution, I led the development of over 25 SaaS applications, serving more than 2.5 million users through optimized go-to-market strategies. My experience in integrating AI tools to streamline internal processes has enhanced operational efficiency and user engagement, aligning with your need for a structured thinker who can drive growth across the product lifecycle.

I am eager to bring my growth mindset and data-driven approach to PeopleForce. I look forward to the opportunity to discuss how my experience and vision can contribute to the continued success of your platform.

Best,

Isaiah Pegues

[Portfolio](#)