



Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

AI-native product leader with 8+ years driving zero-to-one builds that unlock business growth. I specialize in turning complex problems into intuitive, scalable tools—leading cross-functional teams to ship fast and iterate with purpose. I've built SaaS, cloud, and AI-powered systems used by thousands of businesses across verticals. I design products where AI isn't a bolt-on feature, but a core collaborator—helping merchants operate smarter, faster, and with less friction.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Designed and launched ML-driven automation for creative workflows—leveraging OCR, entity resolution, and behavior-based tagging to reduce project timelines by 30% and eliminate manual review.
- Scaled platform to 20k users and 2k 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% while balancing privacy, compliance**, and access controls managing sensitive client and company data.
- Designed and deployed a full-stack NLQ-to-SQL AI system at Wercflow—generating **1M+ training pairs using synthetic data**, fine-tuning GPT-4o for complex media search, and **integrating real-time validation pipelines** to ensure accuracy, performance, and production-grade reliability.

Senior Product Manager, resolution - Atlassian, Berlin

OCTOBER 2019 — DECEMBER 2021

- Led end-to-end development of 25+ SaaS and marketplace applications that deeply integrated into Jira, Confluence, serving 2.5M+ users in year one.
- Acted as Feature Owner and team-level Product Owner across multiple Scrum teams within a Scaled Agile (SAFe) Release Train, driving coordination through PI Planning, PO Syncs, and continuous backlog grooming
- Represented Fortune 500 and government agency clients in executive-level roadmap planning—balancing security, compliance, and scalability needs across cloud and on-prem product lines..
- Defined product strategies leveraging cloud infrastructure (AWS, Azure) and embedded data-driven decision frameworks (KPIs/OKRs).

Founder & Head of Product, Glossom, Berlin

NOVEMBER 2017 — OCTOBER 2019

- Launched mobile platform achieving 500K+ in downloads with \$0 marketing budget
- Prioritized user feedback and analytics to guide rapid product iterations, resulting in sustained engagement and market traction.
- 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.

Details

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Links

LinkedIn
Portfolio / Case Studies
Github

Skills

AI & ML Integration

Zero-to-One Product Development

Data-Driven Product Strategy

SQL, Python, and Business Intelligence

SaaS & Cloud Platforms (AWS, Azure)

Automation & Workflow Optimization

Agile & Lean Methodologies

UX/UI Collaboration

Technical Stakeholder Management

Product Roadmapping & Execution

Languages

English

German

Spanish

Product 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