Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Results-driven Senior Product Manager with extensive experience in B2B product management and integration solutions. Proven track record in scaling products, having successfully scaled Wercflow to 20,000 users with zero marketing spend. Skilled in leveraging APIs and cloud platforms to enhance customer experience and data quality. Adept at developing product strategies that align with business goals, ensuring seamless integration across mortgage insurance platforms and driving user acceptance testing.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Designed AI-driven solutions automating media production workflows, enhancing user engagement and operational efficiency.
- Scaled Wercflow to 20,000 users and 2,000 B2B clients, demonstrating strong market fit through continuous feature iteration.
- Implemented automated onboarding and modular feature rollouts, boosting activation rates by 45% while managing sensitive data.
- Developed behavior-driven recommendation systems, optimizing user journeys and reducing churn through automated enrichment.

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 with zero marketing spend.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement, boosting activation by 30%.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website.
- Drove an 11% uplift in conversion rates by embedding verified UGC directly into brand eCommerce flows, enhancing personalization.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

B2B integrations

APIs and cloud platforms

Product strategy

Customer experience

Integration solutions

Data quality management

User acceptance testing

Business process modeling

KPI development

Agile methodologies

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, experiential, and production agency delivering projects across New York, LA, Atlanta, London, and Paris.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, managing the full product lifecycle from ideation and strategy to design, development, and launch.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy for digital, omni-channel campaigns.
- 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.

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 work-force 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