



Isaiah Pegues

PRODUCT LEAD

Profile

AI-focused Product Leader with over 8 years of experience in driving zero-to-one development of SaaS, cloud, and AI-powered solutions. My expertise in leading cross-functional teams, integrating AI/ML capabilities, and delivering data-driven tools aligns perfectly with the requirements for the Product Lead role. I successfully scaled platforms to thousands of users and B2B clients, demonstrating market fit and user retention through continuous feature iteration. My experience involves leading the end-to-end development of over apps, serving millions of users.

Employment History

Founder & Head of Product, Wercflow

JANUARY 2022 – JANUARY 2025

- **Led the development and scale of B2B platforms serving 2k+ companies**—from SMB creative agencies to enterprise companies—by solving liquidity, onboarding, and retention challenges through modular, AI-powered tooling.
- **Shipped high-impact features across segments and roles**, from SMB self-serve activation to enterprise-level data access and compliance workflows—designing interfaces that balanced simplicity with power across personas.
- **Owned end-to-end GTM strategy**, including release management, change enablement, and onboarding support—turning major product updates into commercial growth levers across multiple business units.
- **Combined data, technical fluency, and sharp execution** to drive roadmap decisions—fine-tuning models, optimizing funnels via experimentation, and aligning stakeholders from design to C-suite around measurable business outcomes.

Senior Product Manager, resolution - Atlassian

OCTOBER 2019 – DECEMBER 2021

- **Delivered scalable SaaS and marketplace products used by millions**, partnering with Fortune 500 clients to solve workflow and access challenges across markets.
- Implemented AI-driven solutions that enhanced internal workflows, boosting operational efficiency by 25%
- Led cross-functional teams in agile settings, expediting the launch of key features that significantly impacted user experience
- **Scaled platform capabilities across verticals**, leading product discovery, feature design, and execution across authentication, provisioning, and business tooling.
- **Instilled data-first culture**, embedding KPI/OKR frameworks and driving strategic clarity through usage analytics, cohort insights, and continuous iteration.

Founder & Head of Product, Glossom

NOVEMBER 2017 – OCTOBER 2019

- **Launched and scaled a mobile commerce platform to 500K+ users organically**, using PLG mechanics and feedback loops to drive growth across a diverse user base without paid acquisition.
- **Optimized user onboarding, engagement, and retention through rapid iteration**, combining behavioral analytics with in-app signals to continuously refine core experiences.

Details

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Links

LinkedIn

Portfolio / Case Studies

Github

Skills

0 to 1 Product Development

Merchant & B2B Tooling Strategy

AI/ML Workflow Integration

Activation & Retention Optimization

Data-Driven Decision Making (SQL, A/B Testing)

Product-Led Growth (PLG)

Languages

English

German

Spanish

- **Built a product experience that bridged creator and brand needs**, balancing usability and governance to support both SMB content creators and enterprise retailers.
- **Converted a strategic UGC feature into a 7-figure IP sale to L'Oréal**, integrating our content engine into their eCommerce flows and driving an 11% lift in conversion—proving business value through product execution.

Product Manager, 19th and Park

MARCH 2016 — AUGUST 2017

- **Built Treauu**, a creative content and production agency, expanding its reach across **New York, LA, Atlanta, London, and Paris**, and establishing a strong presence in the media industry
- **Directed the complete development of Treauu's iOS platform and marketplace**, overseeing the product lifecycle from ideation through to launch, effectively connecting production professionals globally
- **Engaged with leading clients** such as **Nike, Frank Ocean, Asics, Le Book-**, and **Colgate**, shaping strategies for digital campaigns and innovative product activations
- **Worked closely with creative and production teams** to create compelling pitch materials—developing **RFP responses, proposals, pitch decks, SOWs**, and interactive prototypes that won significant projects

Business Analyst, S&P Capital IQ

JUNE 2014 — JANUARY 2016

- Managed financial analysis and forecasting for a multi-million dollar PC refresh project, achieving a projected \$15 million quarterly cost reduction
- Directed the R&D and Section 1099 Tax Credit initiative with PricewaterhouseCoopers, engaging senior stakeholders to secure substantial IRS tax credits
- Streamlined internal project management and budgeting processes, improving reporting accuracy and operational efficiency
- Gathered business requirements and collaborated with technical teams to implement timely system updates and off-cycle releases, enhancing workflow continuity

Analyst, Goldman Sachs

JANUARY 2013 — JUNE 2014

- Collaborated with HR and business leaders to provide data-driven insights that refined workforce strategies and supported executive decisions in the Securities division
- Created advanced visualizations to highlight workforce trends, identifying opportunities that propelled strategic initiatives across the global organization
- Conducted root cause analyses on operational and talent-related challenges, applying data-backed solutions and setting up tracking systems for ongoing improvement

Education

BSc, Saint John's University, New York City

AUGUST 2008 — MAY 2012

Double in Finance & Integrated Marketing