

# ISAIAH PEGUES

Director, Product, BOLD.pro

To  
**BOLD**

From

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**Dear BOLD,**

I am excited to apply for the Director of Product Management position at BOLD.pro. With over a decade of experience in product management, particularly in AI-powered environments, I have successfully led product strategy and execution that aligns with user-centric design principles. My background in scaling innovative platforms, such as Wercflow, positions me uniquely to contribute to BOLD.pro's mission of transforming professional networking through modern UX and real-time insights.

At Wercflow, I designed and launched AI-driven solutions that automated media production workflows, achieving a user base of 20,000. This experience honed my skills in cross-functional leadership, allowing me to effectively collaborate with engineering, UX, and data teams to drive product roadmaps. I also implemented a culture of rapid experimentation, running A/B tests that significantly enhanced user engagement and retention. 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, scaling to more than 2.5 million users. My focus on data-driven decision-making and user insights allowed me to define product strategies that aligned with market trends, ensuring our offerings met the evolving needs of our users. I am particularly adept at mentoring product managers and fostering a user-obsessed culture, which I believe is essential for the growth of BOLD.pro.

I am eager to bring my expertise in product management and my passion for user engagement to BOLD.pro. I look forward to the opportunity to discuss how my background and vision can contribute to the continued success and innovation of your platform.

Best,

**Isaiah Pegues**

[Portfolio](#)