

ISAIAH PEGUES

Senior Product Manager, Financial Services

To
Union Privilege

From
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Dear Union Privilege,

I am excited to apply for the Senior Product Manager position at Union Privilege, where I can leverage my expertise in product-led growth and automation within the financial services sector. My background in scaling SaaS solutions and enhancing user experiences aligns perfectly with your mission to innovate in financial products.

At Wercflow, I designed AI-driven solutions that automated media production workflows, ultimately scaling the platform to 20,000 users without marketing. This experience honed my ability to drive user engagement through data-driven decision-making and cross-functional leadership. Additionally, I led the development of over 25 SaaS applications at Resolution, serving more than 2.5M users and enhancing user management within the Atlassian ecosystem. This approach is documented in my case study, "Scaling SaaS for Growth" available at <https://isaiah.pegues.io/case-study-scaling-saas>.

My commitment to leveraging automation and user insights to drive product innovation will be instrumental in delivering value to Union Privilege's customers. I am adept at agile methodologies and market analysis, ensuring that product strategies are aligned with user needs and business objectives.

I look forward to the opportunity to discuss how my experience and vision align with Union Privilege's goals. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)