

# Isaiah Pegues

SENIOR PRODUCT MANAGER

## Profile

Dynamic Senior Product Manager with extensive leadership experience in paid media and campaign management. Proven track record of driving strategic initiatives and optimizing performance across diverse portfolios. Successfully scaled Wercflow to 20,000 users and 2,000 B2B clients, demonstrating expertise in resource planning and client management. Adept at leveraging Google Ads and Analytics to enhance campaign strategies and reporting, fostering high-performance team cultures.

## Employment History

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

JANUARY 2022 – JANUARY 2025

- Designed AI-driven solutions automating media production workflows, enhancing efficiency and reducing manual tasks.
- Scaled Wercflow to 20,000 users and 2,000 B2B clients, demonstrating strong market fit through continuous feature iteration.
- Implemented automated onboarding processes, boosting activation rates by 45% while ensuring compliance and user privacy.
- Developed a real-time email parser that streamlined contact management, significantly improving user engagement.

### 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, achieving 500K+ downloads through product-led growth and viral sharing mechanics.
- Drove an 11% uplift in conversion rates by embedding user-generated content (UGC) directly into eCommerce flows, enhancing personalization.
- Led strategic partnership growth, culminating in a 7-figure IP sale and enterprise integration with L'Oréal, showcasing monetization success.
- Built a rapid experimentation framework, running over 50 A/B tests to boost activation rates and improve user retention.

## Details

New York | Berlin

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## Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

## Skills

paid media

campaign strategy

Google Ads

Bing Ads

Google Analytics

leadership

optimization

client management

performance reporting

process improvement

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, from ideation through to launch.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy.
- Collaborated with creative and production teams to deliver high-impact pitch materials that secured key projects and client engagements.

## **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 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