Isaiah Pegues

SENIOR PRODUCT MANAGER (GROWTH)

Profile

Results-driven Senior Product Manager with a proven track record in driving user engagement and revenue growth through data-driven strategies. At Wercflow, I scaled the platform to 20,000 users without paid marketing and achieved an 11% increase in conversion rates by optimizing user behavior and enhancing onboarding flows. Skilled in A/B testing and analyzing acquisition channels to improve growth metrics in subscription-based models, ensuring exceptional user experiences.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Designed and launched AI-driven solutions automating media production workflows, enhancing user experience and reducing operational costs.
- Scaled Wercflow to 20,000 users by embedding product-led growth strategies and leveraging automated user acquisition techniques.
- Implemented automated onboarding workflows, boosting activation rates by 45% and ensuring seamless user engagement.
- Established a rapid experimentation culture, utilizing A/B testing to optimize conversion metrics and drive revenue growth.

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 organically through product-led growth.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding and engagement flows, boosting activation rates by 30% through data-driven optimizations.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website, enhancing personalization.
- Drove an 11% uplift in conversion rates by embedding verified UGC directly into eCommerce flows, reducing purchase friction and improving customer journeys.

Details

New York | Berlin
US: +1 917 609-4473
EU: +49 15112205900
isaiah@pegues.io

Links

LinkedIn

Portfolio / Case Studies

Github

Skills

conversion metrics

A/B testing

user behavior analysis

acquisition channels

subscription-based

growth metrics

data-driven

user experience

onboarding flows

cross-functional collaboration

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, establishing a global footprint in the media and production industry.
- Directed the complete product lifecycle for Treauu's iOS platform and marketplace, from ideation through to launch, facilitating connections among production professionals worldwide.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy for digital, omni-channel campaigns, experiential activations, and innovative products.
- 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 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