

ISAIAH PEGUES

Head of Go-to-Market (GTM)

To
WiseLayer

From
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Dear WiseLayer,

I am excited to apply for the Head of Go-to-Market position at WiseLayer. Your mission to transform finance and accounting with AI-powered solutions resonates deeply with my background in developing innovative GTM strategies and pipeline generation, particularly in AI and SaaS environments. I am eager to leverage my expertise to help WiseLayer capture demand and convert it into a qualified pipeline, ultimately driving growth and reducing customer acquisition costs.

At Wercflow, I successfully scaled the platform to 20,000 users by implementing data-driven lead nurturing and account-based marketing initiatives. My experience in designing AI-driven solutions to automate media production workflows not only enhanced operational efficiency but also positioned the company as a leader in the market. This approach is documented in my case study, "Scaling AI-Driven Solutions" available at <https://isaiah.pegues.io/case-study-scaling-ai-driven-solutions>.

Additionally, my role at resolution involved leading the development of over 25 SaaS applications that served more than 2.5 million users. By optimizing go-to-market strategies and integrating AI-powered tools, I was able to enhance user management and drive significant engagement. My commitment to building scalable processes aligns perfectly with WiseLayer's vision for growth.

I am eager to bring my strategic mindset and proven track record to WiseLayer's Sales & Marketing Team. I look forward to the opportunity to discuss how my experience can contribute to your mission. Thank you for considering my application.

Best,

Isaiah Pegues

[Portfolio](#)