

Isaiah Pegues

HEAD OF PRODUCT

Profile

AI-focused product leader with 8+ years of experience driving user engagement and product strategy in SaaS and health technology. I've scaled Wercflow to 20,000 users through innovative AI-driven solutions and automated onboarding processes. Passionate about developing wellness programs that leverage data-driven decision-making and cross-functional leadership to enhance user experiences and deliver measurable impact.

Employment History

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

JANUARY 2022 – JANUARY 2025

- Implemented AI-driven automation that scaled Wercflow to 20,000 users, enhancing user engagement through seamless workflows.
- Designed a modular onboarding system that boosted activation rates by 45%, ensuring a frictionless user experience.
- Created a product-led growth loop that transformed internal verification into a viral acquisition engine, driving organic growth.
- Led cross-functional teams to deliver high-impact features rapidly, maintaining a focus on user-centered design and data-driven decisions.

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

- Pioneered AR-integrated UGC commerce experiences in partnership with L'Oréal, enabling beauty influencers to create interactive, shoppable content—years before social platforms adopted AR effects for retail.
- Launched and scaled a mobile platform to 500K+ downloads organically, driving user acquisition through product-led growth tactics, viral sharing mechanics, and retention-focused design—all achieved with a \$0 budget.
- Built a rapid experimentation framework, running over 50 A/B tests across onboarding, paywalls, and engagement flows—driving a 30% increase in activation rates and improving 7-day retention by 22% through data-driven optimizations.
- Leveraged data and automation to personalize user experiences, boosting retention and turning creative expression into a scalable growth engine.

Details

New York | Berlin

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Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

product strategy

user engagement

AI-driven solutions

cross-functional leadership

SaaS product management

marketplace development

data-driven decision making

user-generated content

team leadership

agile methodologies

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.
- Led end-to-end development of Treauu's iOS platform and marketplace, managing the full product lifecycle from ideation and strategy to design, development, and launch—connecting production professionals world-wide.
- 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