

Isaiah Pegues

DIRECTOR OF PRODUCT MANAGEMENT

Profile

Dynamic product leader with 8+ years of experience in mobile applications and SaaS solutions. I have successfully scaled Wercflow to 20k users and 2k B2B clients, demonstrating strong market fit and user engagement. My expertise in user-centered design and product strategy has driven significant growth, including launching a mobile platform at Glossom that achieved over 500K downloads with no marketing spend. I thrive in cross-functional teams, leveraging agile methodologies to deliver impactful results.

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 efficiency in on-demand transit management.
- Scaled Wercflow to 20k users and 2k B2B clients, demonstrating strong market fit and user engagement through continuous feature iteration.
- Implemented automated onboarding and modular feature rollouts, boosting activation rates by 45% and improving user experience.
- Developed a product-led growth strategy that integrated user feedback into the product lifecycle, driving data-driven decision making.

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 a mobile platform achieving over 500K downloads with \$0 marketing spend, leveraging user-generated content to enhance engagement.
- Utilized user feedback and analytics to drive rapid product iterations, resulting in sustained user engagement and market traction.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate UGC into their website, boosting conversion rates.
- Implemented data-driven strategies to optimize user engagement and retention, aligning with mobile app best practices.

Details

New York | Berlin

US: +1 917 609-4473

EU: +49 15112205900

isaiah@pegues.io

Links

[LinkedIn](#)

[Portfolio / Case Studies](#)

[Github](#)

Skills

Product Strategy

Mobile App Development

User Experience Design

Agile Methodologies

Cross-Functional Leadership

Data-Driven Decision Making

SaaS Product Management

Cloud Infrastructure

Stakeholder Management

Market Analysis

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 and production agency delivering projects across New York, LA, Atlanta, London, and Paris, establishing a global footprint.
- Led end-to-end development of Treauu's iOS platform and marketplace, managing the full product lifecycle from ideation to launch, connecting production professionals worldwide.
- Partnered with top-tier clients including Nike, Frank Ocean, Asics, Le Book, and Colgate, driving concept development and strategy for digital campaigns and experiential activations.
- Collaborated with cross-functional teams to create compelling pitch materials, including RFP responses and proposals, securing significant projects and client partnerships.

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