Isaiah Pegues

SENIOR PRODUCT MANAGER

Profile

Dynamic Senior Product Manager with extensive experience in product lifecycle management and sustainability initiatives. Proven track record of scaling Wercflow to 20,000 users without marketing while leading data-driven decisions to enhance stakeholder engagement. Expertise in LCA methodologies, including ISO 14040 and Ecoinvent, to drive environmental impact reduction. Adept at collaborating with cross-functional teams to deliver innovative solutions that meet customer needs.

Employment History

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

JANUARY 2022 — JANUARY 2025

- Designed and launched AI-driven solutions that automated media production workflows, enhancing operational efficiency and user engagement.
- Scaled Wercflow to 20,000 users without marketing, leveraging automated onboarding and behavior-based engagement strategies.
- Implemented automated onboarding processes, boosting activation rates by 45% while ensuring compliance and user satisfaction.
- Developed a dynamic trust framework using verified project data to enhance user credibility and prevent bad actors on the platform.

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 with zero marketing spend.
- Built a rapid experimentation engine, running over 50 A/B tests across onboarding and engagement, driving a 30% increase in activation rates.
- Transformed a strategic partnership into a 7-figure IP sale, enabling L'Oréal to integrate user-generated content (UGC) into their website.
- Drove an 11% uplift in conversion rates by embedding verified UGC directly into brand eCommerce flows, enhancing personalization.

Details

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

Links

LinkedIn

Portfolio / Case Studies

Github

Skills

LCA methodologies

ISO 14040 compliance

Ecoinvent expertise

SimaPro proficiency

sustainability practices

data-driven decisions

environmental impact

product lifecycle management

stakeholder engagement

project management

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.
- Engaged with leading clients such as Nike, Frank Ocean, Asics, Le Book, and Colgate, shaping strategies for digital campaigns.
- Collaborated with creative and production teams to deliver high-impact pitch materials, securing 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