Brian De Souza

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SUMMARY

Product Manager with 4+ years building AI-powered products, growth systems, and consumer apps. At Microsoft, shipped features across Copilot and M365 to enterprise and commercial users. Technical foundation (B.S. Computer Science) with strong data analytics skills. Currently advising early-stage startups on 0-to-1 product strategy and PMF validation.

CORE STRENGTHS

Product Requirements, Strategy, Roadmaps, PRDs & Specs • AI/LLM Productization & Prompt Engineering • OKRs/KPIs • Discovery & UXR • Stakeholder Management • Agile/Scrum • Launch/GTM • Enterprise SaaS • Mobile Apps • Data Analytics & Experimentation (A/B)

EXPERIENCE

Product Manager 2, Microsoft   2024 – May 2025

- Architected multi-touchpoint engagement system spanning welcome emails, monthly emails, in-product nudges, admin center, and release notes, contributing to **~4.5%** of monthly Copilot usage of new features.
- Launched Copilot's direct-to-user welcome email program reaching **800K+** commercial users/month with **+12pp week-one usage lift**, **55%** open rate (2.7× industry avg), **18%** CTR; expanded coverage from **~42% → 99%** of eligible users via privacy/compliance stakeholder alignment.
- Reduced content production costs **~80%** by shipping LLM-powered pipeline that auto-generates feature communications from internal docs; iterated prompt templates through 6 revisions improving content relevance score from **68% → 89%** via few-shot examples and structured output validation.
- Built unified Copilot Release Notes platform integrating **18** workloads; published **350+** features and grew to **13K** monthly active IT admins through UI/UX iteration and admin-center SEO optimization.
- Led cross-functional Agile team of 6 engineers, 2 designers, 1 PMM, 1 user researcher; owned quarterly OKRs, sprint planning, user story definition, and backlog prioritization; partnered with data science to build attribution models analyzing **2M+** engagement events.

Product Manager, Microsoft   2021 – 2024

- Executed phased go-to-market campaigns moving **3.8M** devices from semi-annual to monthy update channel, exceeding targets by **300K**; led stakeholder alignment across engineering, support, and field teams to reduce cloud update-service memory usage by **70%** and improve availability.
- Launched Admin Center share-install experiences via Agile sprints; daily shared emails **+450%** and daily activations **+889%**; **41%** of **19K** admins who previewed the feature sent emails within first week.
- Ran discovery with **74** enterprise customers (**83.5 SUS**), validated workflows through design thinking workshops; conducted **30+** Fortune 500 IT admin research calls shaping 4-quarter roadmap.
- Mentored **10** entry-level employees in weekly growth group on product skills, stakeholder management, and data-driven decision-making.

Program Manager Intern, Microsoft   2019 – 2020

- Coordinated **SHA-1 deprecation** across Microsoft Office products: removed **4,200+** SHA-1 download IDs, republished essential service packs with SHA-2, and built cross-version testing scenarios partnering with security stakeholders.

ADVISORY

Product Advisor — Freelance   May 2025 – Present

- Advise 3 early-stage startups on product strategy, MVP scope, and go-to-market: withspec.com (launched - pre-seed PMF validation), RunClub (fitness coaching app - UX research), EmailForge (email productivity tool - information architecture & roadmap); run customer discovery sessions, competitive analysis, and backlog prioritization to help founders validate product-market fit and ship faster.

PROJECTS

LiveGreen — Co-Founder & Head of Product   2018–2019

- Built B2C startup for carbon footprint tracking with **50,000 active users** and **80,000+ trees planted** globally.
- Led full 0-to-1 product lifecycle from problem discovery to launch: conducted **50+** customer interviews, designed UI/UX in Figma, ran **12** A/B experiments optimizing conversion and retention.

Plotwist & VisionBoardAI — Developer   2025

- Built and launched 2 AI-powered iOS apps (interactive storytelling, goal visualization) using **Swift + LLM APIs**; owned product strategy, design, engineering, and App Store launch.

EDUCATION

University of Florida — B.S. Computer Science | **2016-2021**

AWARDS

University of Florida Business Plan Competition — 1st place (2019) | Facebook Global Hackathon - Finalist (2017) | University of Michigan MHacks - Best Hack (2017) | CalTech HackTech Best iOS Hack (2017) | Duke University HackDuke Best Hack (2016)