

# Brian De Souza

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## Summary

Product Manager with over 4 years of experience building products that drive engagement and organic growth. At Microsoft, I led Copilot growth initiatives across IT admins and commercial end-users. Previously, I co-founded LiveGreen, turning a hackathon concept into an app with over 50,000 active users.

## Experience

### Microsoft

#### Product Manager 2, Copilot Growth / Communications 2024 - 2025

- Led Copilot's first direct-to-user welcome email program (transitioning from an IT admin-triggered model) reaching 800K+ commercial users/month and achieving +12pp in week-one Copilot usage, 55% open rates, and 18% CTR.
- Established a unified Copilot Release Notes platform across 18 Microsoft 365 workloads, enabling enterprise clients to quickly adopt new features, growing the user base to 13,000 monthly active IT managers.
- Drove the implementation of an AI-powered content pipeline that automatically drafts feature communications from internal documentation, reducing production time by 80% and facilitating content reuse across multiple channels.
- Orchestrated targeted, multi-channel communications programs (in-product banners, admin-center alerts, personalized emails) that contributed to ~4.5% of total Copilot usage for newly launched features.

#### Program Manager, M365 Modernization 2021 - 2024

- Led product strategy and development of Microsoft Admin Center experiences designed to accelerate cloud adoption. Orchestrated strategic partnerships with IT administrators and key enterprise clients.
- Drove over 200,000 companies to transition to the rapid-update cloud channel of Microsoft 365, significantly expanding the modern M365 footprint and enabling faster feature deployment for customers.
- Defined and prioritized features for admin-facing tools based on user research, data analysis, and business objectives to streamline the cloud transition process and improve IT admin efficiency.

## Education

### University of Florida 2016 - 2021

#### Bachelor of Science in Computer Science

## Projects

### LiveGreen, Co-Founder & Head of Product 2018 - 2021

- Conceived and launched an iOS app empowering users to track their carbon footprints, achieving 50,000 active users and facilitating the planting of over 80,000 trees globally.
  - Directed the full product lifecycle, including customer research, ideation, UI/UX design, A/B testing of features, and go-to-market.
- [livegreen.io/about](https://livegreen.io/about)

### Forest Card, Green Banking App 2020

Developed a beta debit card program attracting ~100 early adopters to allow users to plant real trees from transactional fees and interest rates. Partnership with Galileo Financial Technologies.

[forestcard.com](https://forestcard.com)

## Awards

### Big Idea Pitch Competition, University of Florida 2019

First place winner of business pitch competition. Awarded \$25,000.

### Global Hackathon Finalist, Facebook HQ 2017

Invited by Facebook to compete at their hackathon finals in Menlo Park.

### Best Hack, MHacks - University of Michigan 2017

Awarded by Facebook and Hasura

### Best iOS Hack, HackTech - Caltech 2017

Awarded by Make School

### Best Hack, HackDuke - Duke University 2016

Awarded by Facebook

## Skills

**Product Management** – Strategy & vision, roadmap planning, growth experimentation, A/B testing, lifecycle email marketing, KPI definition, user research, agile delivery, cross-functional leadership.

**Programming** – Swift, Javascript/Typescript, Python, SQL, C++