

Brian De Souza

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Portfolio www.briandesouza.me

Summary

Product Manager with over 5 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

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

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++