

# Brian De Souza

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## SUMMARY

Product Manager with 4+ years building AI-powered products, growth systems, and consumer apps. At Microsoft, I 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 (2.7x 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 monthly 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 – 2021

- 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 multimodel LLMs for text/image/video generation; 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)