Brian De Souza

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SUMMARY

Product Manager with 5+ 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 • Data Analytics & Experimentation (A/B) • OKRs/KPIs • Discovery & UXR • Stakeholder Management • Agile/Scrum • Launch/GTM • Enterprise SaaS • Mobile Apps

EXPERIENCE

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.

Product Manager 2, Microsoft   2024 – May 2025

- Launched Copilot's direct-to-user welcome email program reaching **800K+** commercial users/month with **+12pp week-one usage lift**, **55%** open rate, **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.

PROJECTS

LiveGreen — Co-Founder & Head of Product   2018 – 2021

- Built B2C startup for carbon footprint tracking with **50K+** active users and **80K+** trees planted globally.
- Led full 0-to-1 product lifecycle from problem discovery to launch: conducted customer interviews, coordinated design of UI/UX, ran 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)