Brian De Souza

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Summary

Product Manager with over 6 years of experience driving large-scale user adoption and engagement. At Microsoft, I led strategic initiatives that significantly increased adoption of Copilot among IT admins and end-users. Previously, as co-founder of LiveGreen, I scaled an innovative sustainability app from concept to 50,000 active users. Passionate about tackling ambitious challenges through scalable solutions.

Experience

Microsoft

Product Manager 2, Copilot Growth / Communications   2024 - Present
- Led Copilot's first direct-to-user welcome email program (transitioning from an IT admin-triggered model) by directing user research, content, marketing, and engineering, reaching 400K+ 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.

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 ideation, UI/UX design, development oversight, A/B testing of features, and go-to-market strategy.
livegreen.io/about

Education

University of Florida   2016 - 2021
Bachelor of Science in Computer Science

Projects

StoryPath, AI Game Creator   2025
Developed an iOS app that enables users to create and play their own choose-your-own-adventure stories using text and image generative LLM models.

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++