

DANIEL CARRASCO

AI PRODUCT MARKETING & GO-TO-MARKET LEADER

Developer Platforms | AI Agents & APIs | Enterprise AI | Product Strategy

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EXECUTIVE PROFILE

AI product marketing and platform GTM leader with 15+ years across developer platforms, cloud, and enterprise AI, including 10+ years at Microsoft. Helped shape Microsoft 365 Copilot's evolution from apps and plugins to AI agents, partnering with product and engineering on SDK/tooling strategy, developer experience, positioning, launches, and adoption. Engineer and Cornell MBA with a track record turning complex technology into developer adoption and business outcomes.

EXPERTISE Product Marketing | Product Strategy | Developer Platforms & APIs | AI Agents | Positioning & Messaging | GTM & Launches | Developer Adoption | Ecosystem & Field Enablement

CAREER HIGHLIGHTS Shaped Microsoft 365 Copilot's pro-code agent GTM | ~2x pro-developer interest post Agents SDK launch | ~40% Teams Toolkit developer MAU growth | 14K+ cumulative Build/Ignite M365 developer-session attendance | Led technical teams across 14 markets

PROFESSIONAL EXPERIENCE

HONEST.fyi | Founder & CEO

Feb 2026 - Present

New York, NY

- **Built Honest from 0 to 1**, an AI customer-research platform combining real-time voice agents, video interviews, audience targeting, and AI synthesis; owned product strategy, UX, implementation, positioning, and GTM.
- **Validated the product and market** through ~20 customer interviews and a Founder Institute mini-accelerator, using customer evidence to refine the product and inform a deliberate decision not to scale the venture as a solo founder.

MICROSOFT | 10+ years

Dec 2015 - Jan 2026

Senior Product Marketing Manager / Pro-Code Marketing Lead, Copilot Studio & Microsoft Agent 365

Sep 2023 - Jan 2026 | New York, NY

- **Set product marketing and GTM direction** for Microsoft 365 Copilot's pro-code AI agent ecosystem, aligning Microsoft 365 Agents, Copilot Studio, Foundry, Agent 365, Microsoft Agent Framework, and Copilot APIs into a coherent developer path from low-code to pro-code.
- **Influenced product and developer-experience decisions** with engineering, including Foundry one-click publishing to Microsoft 365 Copilot and Teams, SDK/tooling architecture, Teams SDK simplification, and Microsoft's first Foundry-vs.-Copilot Studio "what to use when" guidance.
- **Built and ran the Bring Your Own Agent (BYOA) motion end to end** - positioning, technical implementation guidance, demos, labs, field readiness, and feedback loops - creating the source of truth reused across sales, developer, and readiness assets.
- **Directed launch strategy and technical storytelling across Microsoft Build and Ignite** - keynotes, breakouts, hands-on labs, and demos; pro-code sessions led at Ignite 2025 reached 7,600+ attendees, ranked #1 in the Agents & Low Code track, and placed among Microsoft's top three sessions overall.
- **Built launch and adoption programs** for the Microsoft 365 Agents SDK and Agent 365; leadership reported near-doubling of pro-developer interest after the SDK launch, while post-Ignite Agent 365 Frontier enrollment grew from ~6.5K to 17K tenants.

Senior Product Marketing Manager, Teams Developer Platform

Apr 2022 - Sep 2023 | Redmond, WA

- **Owned worldwide product marketing** for the Teams developer platform and early Microsoft 365 Copilot developer GTM, helping shift Microsoft's developer narrative from collaborative apps to AI-powered extensions, plugins, and Copilot extensibility.
- **Partnered with DevDiv and Teams Engineering** to turn developer friction into product improvements across Teams Toolkit, dev tunnels, bots, the Teams AI Library, and API-based message extensions; Teams Toolkit developer MAU rose ~40% and apps with sustained development activity increased from 1.2K to 1.75K/month.
- **Led the technical live plugin demo for the Build 2023 keynote** and helped operationalize early access for Microsoft 365 Copilot plugins, attracting ~1,000 interested customer organizations; built a repeatable direct-to-developer event engine with 4,204 registrations, 8K+ views, and 12K CTA clicks.

Product Marketing Manager, Azure Digital & Application Innovation

May 2020 - Apr 2022 | Redmond, WA

- **Led worldwide GTM** for Developer Velocity and Azure application innovation, scaling the program to 22 languages, 7,000+ assessments and ~1,200 customers across 16 industries; the thought-leadership report generated 210K+ downloads.
- **Built global seller enablement** for Digital & Application Innovation; major LearnFest programs enabled 2,000+ sellers worldwide and supported 30K application engagements across a solution area with \$1.5B+ in pipeline.

EARLIER MICROSOFT LEADERSHIP

Regional Cloud Solutions Architect, Azure

Jun 2019 - May 2020 | Latin America

- Led architecture design sessions, hackathons, technical briefings, and partner enablement across Latin America; 33 technical engagements were tied to \$1.5M in revenue impact, including a \$600K ACR/year SAP migration to Azure.
- Reached 300+ partners across seven countries through an eight-week regional enablement program and created reusable Spanish-language technical training to scale cloud skills across the partner ecosystem.

Regional Partner Technology Strategist, MSPs & Telcos

Jul 2017 - Jul 2019 | Latin America

- Served as strategic advisor to MSP and telco partners across Latin America and the Caribbean; drove 560% YoY CSP growth, 22% YoY SQL SPLA growth, and expanded partner Azure consumption from ~\$5K to ~\$200K/year.
- Helped launch Latin America's first Azure Stack solution and supported an education transformation spanning 3M+ Microsoft 365 seats; while covering commercial partner-management responsibilities, grew portfolio MRR 36% QoQ and CSP MRR 70% QoQ.

Lead Partner Technology Strategist

Dec 2015 - Jul 2017 | Latin America New Markets

- Led a multi-country team of technical and virtual partner sellers across 14 markets in South America, Central America, and the Caribbean, driving Azure consumption and partner capability; received Microsoft's Worldwide Technical Sales Excellence Award.

SELECTED EARLIER EXPERIENCE

Google | MBA Consultant, Product Marketing & Management | 2014 - 2015 - Developed digital marketing strategy and web-product enhancements for Google One Today.

Advisor to the Minister of Finance, Republic of Ecuador | 2012 - 2014 - Advised senior leadership on technology strategy and information security.

Citi | Information Security, Business Continuity & Online Banking Leadership | 2010 - 2012 - Led information security and business continuity programs and a cross-functional electronic-banking implementation.

Huawei | Software Engineer | 2010 - Helped deploy Ecuador's first mobile newspaper application with Telefonica Movistar.

Additional - Cornell Tech Graduate TA, Data Analytics & Modeling; ViaEnterprise President & Co-Founder.

EDUCATION

Cornell University - MBA, Product Management & Marketing

Escuela Politecnica Nacional - Electronics & Information Networks Engineer

Northwestern University - Kellogg School of Management - Business & Digital Marketing Strategy, With Distinction

INSEAD - Business Strategy & Financial Acumen

RECOGNITION & LANGUAGES

Recognition: Microsoft Worldwide Technical Sales Excellence Award | Microsoft Global Challenger | High Potential Employee

Languages: English | Spanish | Italian