

Industry Manager, CPG

Interview Prep:

Please see below for interview information and prep material. Once you've had a chance to review, let me know if you'd like to hop on a call prior to your onsite interview to answer any remaining questions.

- Our interviews consist of meeting with 4 people for 45-mins each. The exact interviewer names will be provided in the final confirmation from our coordinator team.
- Our interview style is behavioral based, so please come prepared to share examples of your current and prior experience.
- Each interviewer will be assigned one of the focus areas below.
- While we have one focus area specifically dedicated to your management style and philosophy, we encourage you to give examples of your people-leadership skills, capabilities, how you motivate and grow teams, into every conversation you have with *each interviewer*.

Interview Focus areas:

Influencing, problem solving and working with others

- Influencing, persuading and problem solving is what our sales team are doing on a daily basis. We want to get an understanding of how you are able to influence and problem solve for our clients and show you are a proven industry expert.
- Be able to share examples of client challenges and how you dealt with them.
- How do you get people on board with new ideas and how do you build strong client relationships that are strategic and consultative in nature?
- How are you able to work in a team-oriented environment?
- Facebook is flat and focused on teamwork, so we are looking for leaders who can work across different levels of individuals, externally and internally.

Managing accounts, selling & vision

- How do you go about building strong client-direct relationships?
- How do you navigate complex, multi-layered organizations?
- Think about how you've been able to unlock new revenue opportunities with your team.
- As a leader, how do you go about setting a strategic vision for your clients and how do you then get your team and any other cross functional partners committed as well?



Industry Knowledge

- We want our teams to be the industry experts for our clients. What is your point of view on the current state of digital advertising, the CPG space etc.?
 - What is going well and what's not going well?
 - Think about the competitor landscape.
 - What are trends that you see happening in the CPG space?
- What do you know about Facebook and our platform from an advertising perspective that is publicly available? How does this relate to success and challenges within CPG?
- How do you use data to craft media strategy, insights and strategic plans for clients?

Coaching and Team Building

- During these interviews, you should be highlighting your current and prior teams and how you've led them throughout all of your interviews. We want to make sure we have a good understanding of your people leadership capabilities.
- Think about your management style. How do you successfully manage senior sellers or other senior individuals on your team?
- How do you manage a diverse team (keeping in mind our Client Partners are senior sellers while Client Solutions Managers seniority is more varied and have a more data driven approach to their work).
- How do you keep your team motivated? How do you not only set the strategic vision for your client, but equally as important, for your team?

Next steps after your onsite interview:

- We want to ensure you have the best experience possible while getting to know our team. You will receive a candidate survey at some point in the process which will allow you to review your experience working with our recruitment & interview team(s). We strive to have our exceptional company culture shine through your interview process.
 - If there is any actionable feedback you have during the process, please feel free to share it with me so we can work to improve your experience prior to you completing your survey.
 - By completing the survey, you will be able to choose from three charities that Facebook will make a donation to on your behalf – Malala Fund, Doctors Without Borders, or Dress for Success. We hope by participating in this survey, you feel like you are contributing to our principle of building connection and communities.
- You will be receiving a separate email as we schedule your onsite interview regarding our FB Connections Platform. This program will allow you to connect with Facebook employees who will provide you with insight into life at Facebook and highlight our Employee Resource Groups.
- If you would like to send thank you notes to the interviewers at any time during the process, please send your notes to your coordinator directly and they will pass along.
- Once we have completed the onsite interview process, we will be debriefing as a team and I will keep you posted on our timeline. Please flag to me asap any deadlines/timeline restraints that you may have.
- Once we have debriefed, I will be in touch regarding the team's decision and next steps. Please note that while we value feedback, we are unable to share specific interview feedback. Thank you for your understanding.

