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Vikash Rungta
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2024

Peer Review



Joseph Ha • Privacy Program Manager

Shared with Vikash • Submitted 2025-01-08

What are 1-2 things Vikash is doing well? Consider their impact and how they collaborated with you. Use bullets and share specific examples and suggestions.

Skills: Communicating Effectively, Job-Specific Skills, Partnering

I've had the opportunity to work with Vikash as an XFN partner over the last two months of 2024 on projects related to demand side liquidity for WA MM. During this time, Vikash has demonstrated his effectiveness on leading projects requiring significant horizontal pXFN alignment through his preparedness and ability to anticipate answers to expected questions, leading from his experience and role-related knowledge.

This was most evident when working on the expansion of MM Lite and Ads Manager onboarding to sensitive regulated verticals clients, requiring a web of regional policy, legal and product availability analyses. Vikash anticipated questions and was able to provide relevant data points to reduce the number of cycles needed to make this decision to enable Finserv globally for MM Lite and within priority countries like BR for Ads Manager. His prior work as a PM within R&P helped him articulate prior reasoning behind excluding such verticals at the outset, why MM should be treated differently for issues around potentially discriminatory targeting, and highlighting of HEC regional policy consistencies.

What are 1-2 things Vikash could be doing better? Consider their work and impact, and how they collaborated with you. Use bullets and share specific examples and suggestions.

Risk evaluation and pXFN approval in Monetization always comes down to the ability to balance the opportunity incremental revenue against potential harms, especially with sensitive verticals. In 2025, Vikash could become an even more effective partner by advocating for the most impact possible while empathizing with the caution pXFN needs to exercise, and come prepared with acceptable phased prioritization outcomes to expansion where it becomes clear there is a pXFN reluctance to open to 100% at the outset