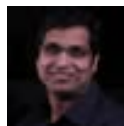


Confidential

Your self-review and feedback about you can be downloaded for personal use but please use judgment and be mindful of any confidential projects that may be mentioned.



Vikash Rungta

Product Manager @ Menlo Park, USA

2023

Self Review



Vikash Rungta • Product Manager

Submitted 2024-01-08

Highlight your impact relative to goals and expectations. Your mid-year self-review will be included in the year-end review process. Because of this, focus on impact, progress and results achieved since then. Include contributions to efficiency initiatives and [building internal community](#). If axes are applicable for your role, you can include them here.

TL;DR

- During 2023, I successfully progressed the direction of the Core-Fairness team from product ideas to concrete products. I also started to spearhead the Core-Fairness team. I delivered multiple strategies to mitigate risk in highly ambiguous area due to regulatory concerns.
- **Took 2 new PMs KRs and delivered:** When two PMs transitioned out of the team, I stepped up to manage VRS & Guidehouse-reporting. Despite these products being at risk, I not only ensured their successful delivery but also achieved this within an expedited time frame. I also delivered a go-forward strategy for these products.
- **New GenAI scope:** I also introduced a novel scope for R&P. This initiative required me to venture into uncharted territory and engage with over 20-teams to explore and pinpoint this new direction.
- **Efficient delivery:** This was accomplished amidst several challenges, including a 40% reduction in XFN capacity due to unfunded positions or staff transitions, heightened regulatory scrutiny, and the need to shift the team's focus to iRev. I also de-prioritized LOV to increase team's efficiency.
- Committed to delivering ALL H2 Goals and Roadmap even when I had transitioned out.
- **In the new team** (Marketing-messages) I delivered Roadmap & contributed to strategy for quality
- H1'23 impact mostly NOT included in this self-review, see [H1-23--self-review](#)

Details:

1. Strategy:
 - a. **VRS:** Delivered VRS 1-yr [strategy](#), and introduced a Framework for Privacy-Aware Redistribution System (PARS). I took over this work in H2 and VRS direction and work were unclear and matter of concern for over a year
 - b. **TAFE (Targeting-Fairness):** Identified strategic plan and path to mitigate Custom-Audience [concerns](#) in a very dynamic regulatory-environment as

CFPB-DOJ-HUD, Canada, Israel risks evolved

- c. **CFPB**: Strategy to access & mitigate regulatory risk of [CFPB](#) on Custom-Audience, Audience-sharing, Non-Credit-Financial-Services
 - d. **GenAI**: Explored and identified a brand new scope/[Strategy](#) for the team which can enable the team to be the team for future responsible GenAI within monetization.
 - e. **Marketing-Message Quality**: Supported MM Quality [strategy](#), and proposed a way to measure quality ([QScore](#)), <30-days of joining the team.
2. Execution:
- a. **VRS**
 - i. VRS expansions with 0.036% revenue winback, surpassing CAC targets
 - 1. [Credit and Employment](#) (Gender and Estimated-Race) in US
 - 2. [Housing and Employment](#) (Gender and Age) in Canada
 - ii. Successful completion of two reporting periods with Guidehouse for VRS
 - iii. In H2 my manager Anjul and peer-PM Rob transitioned-out, I ended up taking over their products, VRS & Guidehouse. These new KRs were red-yellow, team morale was low. I ensured ALL of these KRs were [completed](#) ahead of schedule (before code freeze vs Dec), resulting in meeting our commitments to DOJ/HUD while improving team Morale
 - b. **TAFE**: Completion of scaled-BQRT, alpha-test, employee-dogfooding closed beta with 10-advertisers in Canada, this with regulatory headwinds preventing planned launches
 - c. **Access**: Met HUD commitment by launching Access products to 10M-users
 - d. **Multiple Roadmap in H2**: Delivered **two** Roadmap. 1. Core-Fairness 2. Marketing-messages **Quality**
 - e. Collaboration with various teams including CoreML, Targeting, RAI, GenAI, Creative etc
3. Efficiency
- a. Met ALL [goals](#) including P20 before transitioning off the team. Kept supporting access KRs even after transitioning-off the team
 - b. Deprioritized LOV Channel and Dynamic reweighting to ensure increased focus on higher risk items (VRS/TAFE)
4. Org-contribution
- a. Organize RAE-PM-team meeting, invited Meta-CXO level speaker
 - b. Onboarding new team members, provide support for interviewing & mentored PM (Neeru-Sharma)
 - c. Support building [AI-PM training](#) to-upskill MetaPM's

Share 1-3 strengths (work you most enjoyed and excelled at).

Use the [Meta Skills](#) or [Levels & Expectations](#) as you reflect on your strengths.

Strategic thinking, ability to navigate ambiguity, and effective prioritization. These strengths have enabled me to drive impactful solutions, communicate effectively, make informed decisions amidst uncertainty, and focus on critical initiatives.

Share 1-3 areas you want to develop or improve.

Use the [Meta Skills](#) or [Levels & Expectations](#) as you reflect on your development or improvement.

I aim to improve my stakeholder management skills, focusing on better identification, engagement, and management of stakeholders, aligning with key influencers.

What new experiences do you want to have, and/or what career goals do you want to work toward? This could include developing [new skills](#), moving teams or roles, becoming a people manager/individual contributor, or taking on a new project.

I want to continue be an IC but take bigger ambiguous problems and ultimately transition to IC7
