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Peer Review



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Shared with Vikash • Submitted 2024-06-21

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.

I partnered with Vikash on the WCA project, which is challenging as the first targeting feature of Marketing Message leveraging Meta 1P data. Our effort in WCA also lays the signal/privacy foundation for all major MM targeting features. The team made steady progress on the project in Q2. Vikash drove the OKR, operating model, product launch decision, product design, pXFN line of sights, all kinds of XFN alignment, and regular meetings. Vikash brings a lot of clarity with his leadership, his contribution is important to the progress we've made.

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.

The WCA project has made some progress, and there are a few areas where we've started to see improvements. Here are a couple of suggestions that might help the team do even better:

1. **Transparency in Decision Making:** It would be helpful to track the progress of main decisions, get sign-off from stakeholders, and make broader announcements. This way, everyone stays on the same page. Ideally, having a central place to track these decisions would make them easily accessible.
2. **Addressing Key Dependencies in Advance:** For example, aligning launch criteria with the ads manager; aligning the A+A targeting flow with the legacy flow can help streamline our processes.