

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
2024

Peer Review



Khaled Alshawi • Product Marketing Manager, Marketing Messages

Shared with Vikash • Submitted 2025-01-10

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.

Partnering effectively to test and launch Website Custom Audiences: Vikash was a critical part of our success this half in achieving our GTM goals, specifically in testing the end-to-end functionality of liquidity and its strategic features. With Vikash's partnership, we were able to generate strong demand from our first Indonesian client, MySkill, who successfully became our first targeting custom audience to go live in Ads Manager. Through this effort, we gained valuable qualitative learnings that directly went into shaping our inbound. Our initial success with MySkill ignited opportunities for more features testing and ultimately led to getting >1M MM volume as well, a testament to a strong client engagement.

I particularly appreciated Vikash's working style - his ability to move fast in a balanced way (and stepping in to support at odd hours given time zone differences as well). Additionally, his high user empathy ensured that the customer's testing was a success from onboarding to completion. This ultimately led to a successful test and launch of WCA in an accelerated timeline (less than two weeks) before code freeze, opening up more opportunities for us to engage with additional testers.

Demonstrated ability to be a subject matter expert: Throughout our partnership, I came to rely heavily on Vikash in areas where he was focused, from WCA and previously, Quality and Integrity. His high product sense and ability to pull in multiple stakeholders across the org when needed have been instrumental to the project's success.

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.

[not answered]