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Peer Review



Xintong Zhou • Software Engineer

Shared with Vikash • Submitted 2025-01-13

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 had the pleasure to collaborate with Vikash in H2 on the WCA targeting feature rollout for MM Liquidity project. Enabling WCA for MM is a complex and broad project that involves multiple teams across Business Messaging and ads orgs. It required comprehensive planning on product experience, privacy mitigation and technical solutions for targeting, reach estimation and serving. I was impressed by Vikash's ability to handle the complexity in an orderly fashion, building out a clear project roadmap to bring clarity to the entire MM working team.

When launching WCA features, there were debates between several MM workstreams on the launch order and dependencies. Vikash effectively partnered with the engineering teams to understand the key problems and clarify the dependencies. It helped us to finalize on an orderly and optimal rollout sequencing plan to allow fast rollout across the board.

I also appreciate Vikash's coordination on WCA post-launch validation and communication with the MM working team. It allowed the WCA team to fully validate the behavior of WCA targeting in real campaigns, ensuring its smooth launch. It helped us to build confidence across partner teams.

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]