Confidential

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H2 2021

Self Review

Vikash Rungta • Product Manager
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Highlight your results and impact for the half relative to goals and expectations. Include a bullet about how you contributed to building internal community. Speak to what you achieved (i.e., results) and how you achieved it (i.e., skills/behaviors).

Impact

I was the PM for PETs External Engagement team within the R&P org (H2 Lookback post). Last half we were able to bring clarity on team structure & launch an industry proposal in an highly ambiguous area, as a result of which we have a solid strategy that the entire M&S PETs team can start executing towards.

This was completely uncharted territory, since this is the first time we needed to engage with the Industry this closely. This also needed to align teams across multiple areas including ENGG, S&P, BPM, Policy, Legal, Advertiser, Privacy, External vendors as well as Various orgs Signals, R&P, CoreML, MMT, CCT and AI

Strategy

- Secured Mozilla as a partner for IPA and launched the proposal - this is an significant step towards mitigating long term signal loss
- Led multiple alignment internally and externally, and increasing our education efforts, including the following:
  ° Aligned team structure and operating model resulting in long term strategy docs agreed upon by multiple product teams and XFN stakeholders
  ° Created the Interoperable Private Attribution proposal in an effort to rally the industry around a private and effective solution. Required significant internal and external planning and discussion
  ° Secured Mozilla as a partner for IPA and launched the proposal
- Co-authored & aligned product teams from Signals, R&P, CoreML, MMT, and AI to define our long-term PET strategy and portfolio approach. This work resulted in a shared vision and strategic plans:
  ° Signal Loss & Platform API portfolio approach
  ° PETs @ 2025: Bringing it together
  ° PETs External Engagement 2022 Strategy & Goals
- Drove alignment on complex tradeoff questions like (with team members):
- Should we allow competitors to leverage our identity graph (1),
- Can we leverage Solutions Engineering to address staffing challenges in

measurement ([2](#))

- Should we pivot away from Ads Manager towards 3rd party measurement partners who can support cross-publisher attribution ([3](#)).

Execution

- PETs OPEX planning for 2022. Lead the OPEX & Ads credit planning for PETs org. Defined a process to evaluate the right place for OPEX spend. With continuous communication and understanding able to support the team to revise the budget from $49.8M to $10M (guidance from finance & ads leads). ([details](#))

- Partnered with Choice & Competition Team (CCT). The CCT team has started implementing client side IPA - and due to our investment in the "Helium" browser - we have the potential to ship it within our Android "In App Webviewer". Through weekly sync-ups, the two teams collaborated on the approach to engaging with standards bodies.

- Streamlined various meetings & processes to increase operational efficiency and usage of people's time & effectiveness

- Co-launched the new W3C community group (PATCG)

- Increased educational momentum with key audiences by creating new materials and hosting our first Innovation Summit focused on PETs ([details](#))

Capacity

XFN collaboration

- Lead PETs external engagement Org strategy & team structure. Team vision, strategy & team structure was highly ambiguous at the beginning of H2. Since engaging externally meant knowing both internal and external teams/audiences, I along with Sagar and a few key players ended up defining/aligning around overall team structure and strategy for PETs.

  ° Operationalized SteerCo ([doc](#)) to collect feedback on external proposals, make go/no-go decisions, and align across working teams.

  ° Formed Program Leads ([doc](#)) to make quick decisions and empower working teams to operate efficiently

  ° Defined new XFN [structure](#) moved PM & SWE role to Msmt from R&P and agreed that BPM will lead the external engagement workstream

Org contribution

- Recruiting

  ° PM interview: 21 interviews conducted

  ° 4 D&I recruitment events with almost 1200 candidates looking to join FB as product managers. A total of the entire 6600 candidates attended these program out of which 158 Candidates accepted PM offers ([1](#), [2](#))

  ° Helped influence one PM directly to join R&P (Anuj Gupta)

  ° Encouraged multiple PM's in the industry to join Meta, resulting in 4 of them joining Meta. Feedback from one of the PM's Anshul Singh

- "Vikash I want to take a moment and appreciate your continued guidance in my journey so far. I appreciate you referring me and getting me excited about Meta. Your guidance through the recruitment process was key to my success and I really appreciate your feedback in helping make a decision to accept Meta's offer. I am grateful for your mentorship and continued support. And most importantly, you helped me become a better PM!!" - Anshul
- Onboarding
  ° Onboarding speaker for Diversity at ABP's onboarding program (on-demand and live)
- Mentoring
  ° Support multiple PM's onboard to Facebook thru unofficial support and mentoring

Share 1-3 strengths (work you most enjoyed and excelled at) and 1-3 areas you want to develop or improve next half.

1. **Strengths**
   a. Focus on long term success of product
2. **Growth Areas**
   a. Leadership alignment: I would like to be more effective in providing regular feedback and asking the right questions with leadership

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, or something else like taking on a new project.

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