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Self Review

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What impact have you achieved so far? Include impact achieved, progress against business goals, contributions to efficiency initiatives, and [building internal community](#).

TL;DR

I took several areas of Marketing Messages (MM) and helped bring them from concept to reality across the half to support the upcoming launch of MM Liquidity. Main contributions include:

- **Integrity & Regulated Verticals:** Bootstrapped integrity understanding, identified strategy, and delivered products mitigating policy and regulatory risks. Collaborated with WABI, Integrity, Messenger, Ads, R&P Legal, and Policy teams.

- **Quality:** Delivered a new Quality Signals/Measurement Proposal, enabling measurement of different dimensions of quality.

- **WCA:** Took WCA Targeting from concept to a defined product. Drove strategic direction, identified a privacy-aware architecture, and aligned multiple teams. On track to launch Alpha in September.

- **A&A Read:** Developed a privacy-aware strategy to capture read signals from businesses in Cloud API to OD system, enabling quality flags to be shared with WhatsApp.

- **Organizational Contribution:** Mentored PM (Neeru Sharma), supported interviews for Shweta Goyal, launched "High-level ML Concepts for PMs" course, and served as a recruitment ambassador.

Strategy

- **Integrity:** Bootstrapped integrity understanding and identified potential integrity and regulatory risks. Developed a mitigation strategy in collaboration with cross-functional teams including Legal, Policy, and R&P.

- **Regulated Verticals:** Identified and addressed regulatory risks for Marketing Messages, including processes and direction for HEC, Political Ads, and CFPB risks, ensuring effective risk mitigation.

- **Quality:** Delivered a new Quality Signals/Measurement Proposal, enabling measurement of different dimensions of quality. Developed a path to leverage these signals to build optimized delivery controls.

- **WCA:** Developed a strategy for a privacy-aware WCA targeting product, potentially increasing liquidity by ~9% for common campaigns. Proposed expanding the WCA platform to include all Custom Audiences (CA), including DFCA and MACA.

- **A&A Read:** Developed a privacy-aware strategy to capture read signals from businesses in Cloud API to OD system, enabling quality flags to be shared with WhatsApp.

Execution

- **Integrity:** Developed the entire Integrity system, unblocking the launch of MVP MM Liquidity. Mitigated the risk of $235M in ads revenue loss through early analysis and mitigation of the D4 Hybrid model in close collaboration with multiple teams including SWE and EM.
- **Regulated Verticals:** Identified and implemented HEC mitigation for MM. Explored risks for Finserv, CFPB risks from freeform file names, and Political campaigns through coordination with Legal and Policy teams.
- **Quality:** Built operating models for Quality Signals, ensuring smooth execution. Worked closely with multiple orgs and XFNs (SWE, EM, Legal, Policy, DS, Design) to deliver the new Quality Signals/Measurement Proposal with a focus on impact.
- **WCA:** Delivered the WCA product from concept to a defined product. Completed the AIP review and execution is well underway. Collaborated with design and data science teams to ensure WCA's critical role in increasing liquidity of marketing message common campaigns and enabling direct marketing use cases.
- **A&A Read:** Identified workstreams, designed technical and privacy aspects, and initiated execution. Pivoted "read signal" acquisition from IID (individually identified data) to A&A (anonymized and aggregated) through collaboration with technical team

Organizational Contribution

- **Mentorship & Support:** Mentored PM (Neeru Sharma) and provided interview support for Shweta Goyal.
- **Upskilling Initiatives:** Launched the "High-level ML Concepts for PMs" course to upskill Meta PMs as part of the PM-X org.
- **Recruitment Ambassador:** Acted as a recruitment ambassador, conducting introductory conversations with new Meta recruits.

Share 1-3 strengths (work you most enjoyed and excelled at). Use the Meta Skills or [expectations](#).

1. **Strategic Thinking:** Excels in identifying and building strategies to mitigate risks, as seen in the Integrity and Regulated Verticals projects. Enjoys driving clarity and strategic direction for complex projects.
2. **Cross-functional Collaboration:** Skilled at working with cross-org teams to achieve project goals, evident in projects involving WABI, Integrity, Messenger, Ads, R&P Legal, and Policy. Enjoys facilitating alignment and collaboration.
3. **Mentorship & Knowledge Sharing:** Passionate about mentoring and upskilling colleagues, as demonstrated by mentoring PMs and launching the ML Concepts

course for PMs.

What are 1-2 areas you are intentionally working on this year to grow or improve?

Improving Operating Cadence: Aiming to establish a better operating cadence to manage multiple projects efficiently, ensuring smooth execution and timely delivery.