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H2 2019

Self Review



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Submitted 2020-01-07

What key results and impact did you achieve during the past half? Summarize relative to goals and expectations.

I started working with Identity platform team Aug'1 as the Matching team PM (noob @ FB). On Aug'21 I moved to the Signals team PM role when Ian (old Signals PM) left. This is my summary of work focussed on my ~4 months tenure as Signals PM.

Impact

- a. 100% of goals met - in the face of non-self inflicted SEVs & privacy headwinds
 - i. Vision - Painted a clear mission and direction for each of the sub-pillar
 - ii. Collaborate with partners on shared goals and priorities
 - 1. Agreed to Infra ownership of M LightSpeed (LS) Address Books and Phone #
 - 2. Supported IG on suggested user followers & initiated dialogue around address books
 - iii. Reduce privacy risk (migrated FB-CP & IG-CP to purpose aware framework, working team agreement on source of truth for non-ads device ownership w/ Ads, created last ditch kill switch for address books)
 - iv. Delivered synchronous deletion for Messenger and Facebook Address Book contacts via the Managed Contacts page
 - v. Delivered Q3 & Q4 Family Accounting dependencies releases via our Facebook and Instagram Contact Point Ownership work.

1. Capacity

- a. People
 - i. Inclusive extended team: Expanded the team from engineering centric to XFN centric. DE, DS, GM, PD, CS, Legal, QA collaboration increased significantly. Resulting in increased teams Capacity. One of the key reasons we were able to meet/beat the goals despite headwinds
 - ii. Created an environment to build rapport & better relationships among team members thru multiple initiatives
 - 1. Cafeteria hopping (entire team goes to a new cafeteria every month)
 - 2. Wassup (1st 5 mins of weekly meeting focussed on getting to know each other and thanking other team members) - builds community
 - 3. Team events (1. Go-Karting + Dinner, 2. Paintball + Lunch, 3. Game night - driven

by Daniel)

4. Swag (a new team logo + jackets for all)
5. Multiple bubble tea afternoons (driven by Robert)

iii. Built an envelope of trust

1. 1:1 with each member to discuss challenges, goals & answering open questions
- listen intently, practice complete candor & being an evangelist for courage

b. Process

i. Weekly meetings agenda moved from round table status meeting to key event to monitor and drive outcomes (influenced partly by Larry's IP Circle meeting)

1. Goal & metrics review
2. Highlight of task completed and impact driven + why
3. Educate people on other work within team
4. When faced with a problem or opportunity, the first step is to ensure the right team is in place and working on it

ii. 3 separate meetings for sub pillars formed (Contact point, Address books, Devices) - Status focussed and driven by engineering

iii. Weekly metrics meeting (DS, GM, DE, EM, PM) where we go deeper into metrics and goals

c. Org contributions

- i. Too new for org contributions, hope to contribute this half

Reflecting on the past half, what were 1-3 of your strengths (work you most enjoyed and excelled at)?

1. Empower people to execute on their priorities
2. Uses a combination of logic, data and intuition in planning and problem-solving
3. Building relationships inside and outside the organisation

What are 1-3 areas you want to develop or improve next half?

1. Get team HPM out in time
2. Bring extreme clarity in communication in thinking
3. Give team more courage to take bolder bigger bets

What new experiences do you want to work on in the future, and what are you interested in learning?

1. Increase impact thru strategy - help team define a mission, find new product ideas which has much larger impact
 2. Build more capacity - Grow the team size to be able to deliver on bigger charter (thru mentorship & managing other PMs)
 3. Find new customers to increase impact of Signals (I enjoy finding and supporting customers for existing and new products)
 4. Help org contributions with Product related events. I see a broader need for stronger product community inside and outside of facebook, would love to identify if this pain point exists and build such community if there is need
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