Confidential

Vikash Rungta
Product Manager @ Menlo Park, USA
2024

Performance Review

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Rationale for the performance signal Vikash received.

- Vikash took on new scope this half to land a plan to support both longer term, ambiguous projects—WCA for marketing messages, A&A read signal capture—and near term efforts to bootstrap our integrity experiences in Ads Manager.

- These projects all took shape in H1 and are well on their way toward delivery. Vikash improved working relationships and execution rigor on these x-org projects (with some guidance), and their milestones were successfully de-risked.

- There's an opportunity for Vikash to shed his R&P chains and go deeper into the marketing messages space, owning projects end-to-end in a self-sustained way. At times his ramp felt slow and these projects felt stale; now that he's more comfortable I'd like to see him go deeper and take on more ownership to move things to completion faster.

How is Vikash's impact tracking relative to their goals so far this year?

Include impact achieved, progress against business goals, contributions to efficiency initiatives, and building internal community as part of the impact assessment.

Execution: Vikash's expectations were to (1) de-risk an H2 launch of WCA support for marketing messages, (2) mitigate potential integrity friction in the ads manager product, and (3) support ongoing quality related work related to signal sharing.

1. WCA: Delivered PRD and AIP alignment to enable execution; project is successfully de-risked for H2 launch despite some initial execution slowness.

2. Integrity: MVP experiences shipped, mitigating a longer term potential $235M ads revenue loss risk by decoupling marketing messages errors from ads delivery systems. Identified and supported an HEC mitigation plan for marketing messages while aligning with Legal and Policy teams.

3. Signals: Developed technical approach and requirements for A&A read signal capture to aid in automated optimization.

Strategy: Vikash's expectations were to develop strategy and milestones for (1) WCA and (2) Integrity support for marketing messages. He took on read signal as an incremental effort mid-way through H1.

- WCA: Clarified the strategy for WCA in the marketing messages ecosystem and the longer term impact of the work. Took inputs and insights from teams across the pillar to align a concerted plan with pillar leadership across MM and Ads teams.

- Integrity: Drove alignment on Integrity strategy for MM in Ads Manager across Ads and WA Integrity. Resolved confusion over which integrity rules apply and when to unblock progress and solution for MVP.
- Additionally proactively identified the need for and defined strategy to mitigate near term risk related to regulated verticals (eg. HEC, Finserv, CFPB) and coordinated solutions with Legal, Product, Policy teams.

Capacity: As an IC6, Vikash is a solid contributor to broader PM excellence and expertise at Meta. He works well with his immediate teams and peers.

- Team Health: Vikash has helped drive clarity of requirements in the face of ambiguity for his XFN team and receives good feedback from his peers. Strong communication and conflict resolution skills when tested.
- Org Contributions: Mentored multiple senior PMs, launched the "ML Concepts for PMs" course as part of the PM-X effort at Meta, and participated in the recruiting ambassador program.

Highlight 1-3 strengths Vikash demonstrated.

Use the Career Expectations Explorer to help you describe how well their actions align with expectations or skills.

1. Communication: Vikash is a solid communicator and can easily bring teams along. He should continue to build on this by chartering clear strategies and more visibility into execution progress in H2.
2. Thought leadership: Vikash is highly strategy oriented and thoughtful in his approach. He can leverage this strength to drive clarity and actionability within his working teams to prevent confusion and drive accountability toward the outcome.

How can Vikash increase their impact and what are 1-2 areas they can intentionally work on this year to grow or improve? (Recommended minimum: 150 words)

Use the Career Expectations Explorer to help you describe growth or improvement areas.

1. Ownership: As Vikash has settled on the team, there's an opportunity to shed his R&P background and own more projects in our space end to end. This includes the ideation, scoping, and overall execution of larger bodies of work… and owning the outcome with his TLs and peers when there's uncertainty or a lack of clarity.
2. Urgency: At times projects fell idle and updates had to be pulled by stakeholders; while this shifted over the course of the half, it's good for Vikash to remain diligent on progress as well as upward/outward communications such that stakeholders can help enable more progress.

2024 Mid-year Process Calibration Notes

Performance Signal
At Or Above Expectations

2024 Year-end Ratings & Promos Calibration Notes

Rating
Not Filled Out