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H1 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).

PM roles with two teams:

1. Jan-Apr: **PDP** (People Data Platform)
 - a. Address books
 - b. Devices/NDX (new device experience) - till mid feb
 - c. 25% time allocation for new team searching - 2 months
 - d. The team size is 21 ENGG (including 2 EM), 2DS, 1GM, 1CS, 1DE, 1 PD, 1QA lead(plus additional offshore team), large PXFN. 30% of the team were shared with contact points
2. May-June: **R&P** (Responsibility & Privacy)

Impact

Strategy

PDP

- Strategies to navigate privacy headwinds
 - Together with XFN identified “defensible data practice for address books” -
<https://fburl.com/n7wfdfm>
 - Defended FB’s position around the business insider story showcasing 533M FB users phone number via contact importer.
<https://about.fb.com/news/2021/04/how-we-combat-scraping/>
 - Brought back impact of loss of address book data due to privacy regulations - ePD, Japan
 - Built xCU Consents audit and strategic to remove dark design patterns from various consent screens, improving user experience as well lowering the overall privacy risk
 - Product & Use cases
 - Drove operational impact and efficiencies across FB and IG by scaling up both smart targeting in QPs and NDX
 - Unblocked language team (RLX) to onboard on NDX
 - Contributed to definition of PDP dataset metrics & maturity models for address

books

- Initiated unblocking of Messenger graph to use address book graph

R&P

- In process of defining the vision, scope & success for PETS - External engagement team. Leading towards two sub-teams, platform solutions & external engagement

Execution

PDP

- The team met the goal “IG MAU with D30 Address Book uploads (jointly with IG)” up to 28% from ~21%. Ensured the team had projects outlined and had high probability of meeting the goal before transitioning
- Messenger Address Book Contact (fbtype 5868) Offline Prod Use Case Migration
 - we could access 72M EU MS D30 AB and 3M Japan MS D30 AB offline again
- Contact importer functionality rolls out on IG lite globally to 172 countries
- 73 million additional contact uploaders on Instagram for iOS resolved due to timing bug
- Address book Soft-Match Impact Audit <https://fb.quip.com/r2VMALcSyQN7>
- Unblocked CCU smart targeting QP to target the right users update address book upload preferences
- Help with risk analysis of Same Owner Additional Profile (SOAP) launch without address book
- Launched New Device Experience (NDX) Contact Import QP on Instagram & FB. Groundwork for NDX in Messenger.

R&P

- Onboarding PETs, building relationships & support PETs External Engagement roadmap
- Initiated PETs External Engagement Core/Lead/Steerco forums to enable discussions and decision making
- Created & agreed upon a template & decision making framework to evaluate various industry proposals <https://fburl.com/gfsiyoon>
- Considerable progress on the three papers to be launched soon - FL point solution, Spectrum solution proposal , Interoperable Private Attribution proposal (IPA) - <https://fburl.com/9q9v7dm1>
- Identified various engineering projects we can potentially execute in H2'21 (WIP) - This is important as a o-to-1 product - <https://fburl.com/gw9w9z3u>
- Supported development of messaging & educational material to explain PETs to various audiences

Capacity

XFN collaboration

- PDP
 - Drove PXFN meeting which successfully made decisions on a few privacy items every week for CPP
 - Identified and onboarded product design resource to enable higher quality screens resulting in better user experience + better goal
- R&P
 - Defined best practices & process for PXFN - <https://fburl.com/srjfcbaz>
 - Refining processes to allow XFN to engage effectively with product teams

Org contribution

- Recruiting
 - PM interview: 18 interviews conducted
 - 3 D&I recruitment events with almost 900 attendees looking to join FB as product managers
- Onboarding
 - Onboarding speaker for Diversity at ABP's onboarding program. Spoke at 3 events.
- Mentoring
 - Unofficially mentored 3 people interested in joining PM roles within FB
 - Supported 5 PMs with team match process while/after joining Facebook
- Community
 - Enabling a virtual circle of facebook employees (36 PM/TPM/Eng) that rely on each other for ad-hoc support both professionally and personally

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.

I joined this new team based on my current interest in Privacy & business products. I would like to continue to deliver that. I do see the following opportunity:

1. Write better

2. 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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