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Self Review



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

PM for Address books (aka Contacts) FB, M & IG, Phone number & email addresses (post signup) FB & M and Device ID across family of apps.

The team size is 21 ENGG (including 2 EM), 2DS, 1GM, 1CS, 1DE, 1QA lead(plus additional offshore team), PXFN

i. Strategy

1. Defined the two year strategy for Address Books (initial review complete) & Devices (in progress)

2. Zero to one products

a. Expanding address books to businesses use cases, this expands the scope of the team significantly using many of the existing teams capability and serves towards some top level company initiatives

b. Identified a few areas of opportunity with device based computing along. This will minimize the risk of losing the signals going forward.

i. Web based address books (gmail, outlook etc)

ii. SIM API/ ME Contact usage on device to increase Contact point acquisition

3. Set a combined goal with IG for address books. This is a big milestone because we have been hoping to be the team helping IG with address books

4. Collaboration with GYSJ to use Address books via ID2ID

ii. Execution

1. The Signals team met/exceeded 4/5 of the goals

a. Greatly exceeding the goals expectation for address books

b. More details on goal at roadmap review document:

<https://fb.quip.com/6OtBAPbv4ZVW>

2. Executed multiple zero to one projects

a. Supported definition & execution of device based computing and launched initial experiment for SIM API/ME Contact

b. Launched CCU on a brand new surface IGLite

c. PNU Smart targeting QP automation helps increase the yield while reducing human intervention

- d. Supported IG address book impact measurement & holdouts resulting in better understanding of impact that the team is driving (this will help us better prioritize projects in the future)
 - e. Launched NDX Address Book Upload Acquisition on FB Lite and FB for Android 30% CTR and drove 2-3M high value friending
 - 3. Using our device signal in Click-to-Messenger Ads serving achieved +\$8.8M/year CTM revenue and +0.02% global Messenger DAP
 - 4. Initial analysis and implementation of consent standards for various signals
 - 5. View details impact and projects at <https://fburl.com/0ooz6j4u>
- a. Capacity
- i. Team health
 - 1. Regular HPM for the team
 - 2. Pulse score for the engineering team at a all time high with some scores at 99%. Details <https://fburl.com/8ycq2058>
 - 3. Onboarded a new PM to ramp up on contact points
 - ii. XFN Collaboration
 - 1. Effectively drove PXFN to reduce risk in a highly sensitive data set while maximizing growth
 - 2. Onboarded content strategy to be an integral part of the team + identified new resources for product design
 - iii. Org contributions
 - 1. Recruiting
 - a. PM interview: 40 interviews conducted
 - b. 2 D&I recruitment events with almost 600 attendees looking to join FB as product managers
 - 2. Onboarding
 - a. Boot camp mentor mentored 5 PMs and help them onboard
 - 3. Developing others
 - a. Started and lead a PM Circle with 9PMs

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

Enabled the team to execute faster by removing roadblocks

- a. Increase impact thru strategy
 - i. help team define a mission, find new product ideas which has much larger impact
 - b. Focus on impact and long term viability of product

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

1. Better 1:1
 - i. I realized this half that the way I have been conducting 1:1 remotely has not been very effective. I am working on changing that this half
- a. Leadership alignment
 - i. I would like to align more often with the leadership

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

Leverage my understanding of business product and domain to bring impact

- a. Work on o to1 products
 - b. Find new use cases to increase impact of address books & devices
 - c. 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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