Confidential

Vikash Rungta
Product Manager @ Menlo Park, USA
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Self Review

Vikash Rungta • Product Manager
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What impact have you achieved so far?

Include progress against business goals, contributions to building internal community, and impact achieved. For Engineers, the Project Impact axis may be described here.

I drove impactful advancements in ad fairness, accomplished major project goals with optimized resources, and strengthened the organizational structure through active contribution.

1. Impact

    a. Strategy:

       i. **LOV (Modeling Fairness)**: Defined strategy for core fairness, by proposing a virtual channel for Life Opportunity Vertical (LOV) using Dedicated ads ranking model

       ii. **TAFE (Targeting Fairness)**: Identified regulatory concerns to VRS & Custom Audiences.Proposed a strategic plan to mitigate these concerns. In H2 we will bring this to Regulators & advertisers (thru Beta launch)

    b. Execution:

       i. [Equality] Met **ALL** goals including p20 goals with 40% less XFN (DS, TPM, EM, DE, BPM etc)

       ii. [Core Fairness] I started leading this initiative this half. Implementing execution excellence for the KR's to be tracked (which was missing for non equality track)

       iii. [TAFE]

          1. Successfully launched Alpha of TAFE to Housing & Employment advertisers

          2. Drive UXR to gather feedback & Advertiser survey

          3. Backend validation mitigation technique thru broad targeting experiments

       iv. [LOV] Channel MVP built with Global ad score neutral with prospect to save $100M/yr in infra cost - Significant progress given how challenging it is to achieve for a new architecture

       v. [Modeling] Ensure implementation and validation Dynamic reweighting

       vi. [Access] Bootstrap universal access product and launched MVP

       vii. Independently drive product outcomes (without significant intervention from leads)

       viii. Collaboration with various teams including CoreML, Targeting, RAI etc

2. Org contribution
   a. Help organize RAE PM team meeting on regular cadence
   b. Supporting Meta hosted Startup Camp as a mentor for startups
   c. Onboarding new team members as well as support for interviewing
   d. Mentored multiple product managers within Meta

What are the skills/behaviors that led to the outcomes/impact achieved, including work on efficiency? Identify 1-2 Meta Skills or Levels & Expectations. For Engineers, the Engineering Excellence, Direction, and People axis may be described here.

Strategic Decision-Making and Clarity of Ownership: Utilization of the RACI (Responsible, Accountable, Consulted, and Informed) framework was pivotal to clearly define roles and responsibilities within the team. This contributed to efficient workflow, minimized overlaps and ambiguities, and facilitated a robust decision-making process.

Execution Excellence: Regular execution excellence meetings were instrumental in maintaining focus on key projects that directly impacted Key Results (KRs). This skill of maintaining prioritization and aligning team efforts with strategic objectives led to significant progress in initiatives such as TAFE and LOV.

Efficiency and Resource Optimization: A keen focus on efficiency allowed for achieving equality goals with 40% less cross-functional team support. This exhibits a high degree of resource optimization and the ability to deliver quality outputs under constrained resources, reflecting adherence to Meta's Engineering Excellence.