NISHTHA BAHAL

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EDUCATION

YALE SCHOOL OF MANAGEMENT — **New Haven, CT**
Master of Management Studies Candidate, Global Business and Society — May 2027

- Coursework: Analytics in the Age of AI, Management of Software Development, AI Applications, LLM's.
- Founder of NightShift AI, as a part of the Launchpad program at Tsai CITY, Yale's startup incubator.
- Founder and President at SideQuest Yale, a builder community

INSEAD — **France / Singapore**
Master in Management — January 2027

- Selected as sole INSEAD student for Yale dual degree; founded Entrepreneurs@INSEAD and Women's Mentorship.

UNIVERSITY OF CALIFORNIA, BERKELEY — **Berkeley, CA**
Innovation Management Exchange Program (Silicon Valley technology commercialization) — 2024

ESSEC BUSINESS SCHOOL — **France / Singapore**
Global Bachelor of Business Administration — 2024

EXPERIENCE

HYFIN | *Climate finance startup funding clean energy loans in Asia* — **San Francisco, CA**
GTM Product Associate — June 2026 to September 2026

- Drove 40% faster prospect sourcing and reached 100+ decision makers at 50 target customers by automating the company's first end to end outreach loop using Airtable, Clay, n8n, and Lemlist.
- Achieved a 35% reply rate on China tour outreach to 25+ manufacturers by using Clay's waterfall enrichment.
- Built an AI agent to scrape and summarize daily green finance news across 10 Asian markets into ClickUp, cutting manual research by 10+ hours per week and improving visibility into market and policy shifts.
- Evaluated Clay data coverage across 20 financial institutions, identified unreliable enrichment and confidence signals for smaller lenders, and established manual-research guardrails to protect campaign quality.

CLEARCARBON | *Early-stage startup building emissions data tools for Asian SME's* — **Singapore / France**
Cofounder, Head of GTM and Product Marketing — April 2026 to September 2026

- Accelerated direct buyer demand by repositioning messaging from emissions tracking to a cost savings offer, informed by 20+ customer interviews with manufacturers and enterprise buyers.
- Defined the ideal customer profile by leading willingness to pay tests across 3 segments affected by new EU carbon rules.

NEGEN CAPITAL | *Special situations investment fund* — **Mumbai, India**
Market Research & Valuation Analyst — March 2025 to June 2025

- Influenced $6M+ in portfolio reallocations by analyzing 40+ earnings calls and benchmarking holdings against global peers.
- Uncovered investment opportunities with 100%+ upside by authoring 10+ research reports built on valuation models.

NIKA.ECO | *Geospatial climate risk analytics platform* — **Singapore**
Product Marketing & Growth Lead — August 2024 to December 2024

- Improved lead-to-customer conversion by 15% and inbound inquiries by 20% by running A/B tests on audience segments, messaging, and calls to action across acquisition-funnel and outreach workflows.
- Led the go to market launch of "Nika Planet," executing Mailchimp email campaigns and thought leadership content, generated its first paying customer within one week.

SELECTED PROJECTS

- **Aditi's Wardrobe**: Designed and shipped an AI app for my mother that catalogs sarees from photos and logs each wear.
- **Hoarding Wind Stress Simulator**: Built a 3D tool for my billboard business that tests structural safety in storms.

ADDITIONAL INFORMATION

Data Analysis: SQL, Python, Excel, A/B Testing, Experiment Design, Survey Design, Audience Segmentation.
Marketing Automation & AI: Clay, Airtable, Lemlist, Apollo, Hunter.io, n8n, Claude agents, Cursor, Lovable, Supabase
Languages & Interests: English, Hindi; French (Intermediate) | Basketball (state level), Indian classical dance