

# Rhea S. Bhammer

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## EDUCATION

### Cornell University | The Nolan School, SC Johnson College of Business

Ithaca, NY

B.S. in Hospitality Business Administration | **Concentration (Independent Studies\*):** Philosophy, Emerging Markets Fellow | **GPA:** 3.7

\* *Biophilic Architectural Design for Luxury Hospitality Projects* and *The Stranger at the Door: A Phenomenology of Welcome* Aug 2019- May 2023

### B.D. Somani International School

Mumbai, India

International Baccalaureate Diploma Program with **Distinction** | **GPA:** 3.9 | **HL:** Business, English Literature, History, French Aug 2014 - May 2018

## WORK EXPERIENCE

### gimmefy AI (Generative AI x marketing platform)

Remote (NYC)

Chief of Staff (aka CEO's right-hand)

July 2024 - Feb 2026

- Partnered with CEO on strategy, quarterly planning, and board/investor updates; translated strategy into roadmaps with measurable targets and accountability for both Sales and Marketing teams
- Owned company-wide operating cadence; set weekly leadership priorities, ran exec meetings, and drove cross-functional execution across Product, Sales, Marketing, and Ops
- Led fundraising initiatives, maintained data room, developed investor narratives/materials, coordinated diligence, and managed follow-ups across stakeholders
- Owned talent ops: creating hiring briefs, role scoping, onboarding, and performance processes via ZOHO + Airtable
- Oversaw special projects like company culture initiatives, grant approvals, marketing initiatives and miscellaneous tasks ad hoc
- Drove GTM execution - supported enterprise deal cycles, enforced and improved CRM hygiene, enforced pipeline discipline for Sales and Customer Success teams
- Conducted pricing analysis and competitive benchmarking; supported positioning updates and rollout plans across product + GTM teams
- Overall, served as an "internal consultant" on high-priority problems across teams (specifically Product) – diagnosing root causes, building plans, and executing alongside functional leaders (Head(s) of Marketing, Sales and Customer Success respectively)

### Harlem Capital

Remote (NYC/Mumbai)

VC Investment Intern (selected from 1,117 candidates, 0.5% acceptance rate)

Dec 2023 - April 2024

- Participated in daily deal calls and portfolio calls, engaging with a wide breadth of founders and conducting diligence
- Sourced 30+ startups a week, contributing to the analysis and screening of weekly deals within a diverse range of industries including beauty/cosmetics, fashion, climate, space, future-of-work, enterprise AI, e-commerce enablement, etc (B2B Saas)
- Led a deep-dive report on horizontal SMB software, creating insights and future predictions on promising industries for investment

### Green Frontier Capital

New York, NY | Mumbai, India

VC Investor

Nov 2022 - Dec 2023

- Participated in weekly investment calls, gaining in-depth exposure to deal evaluations, founder interactions, and decision-making processes
- Strengthened investment portfolio by contributing to full length diligence reports for 15+ startups across sectors including F&B, beauty/cosmetics, apparel, health and wellness, robotics, deep-tech, mobility, and agri-tech, leading to \$500k + investments in two startups
- Sourced 150+ promising early-stage companies and founding teams, traveling to 4+ cities across India on site visits
- Organized workshops focusing on CRM tools (Hubspot, Airtable, and Pitchbook) enhancing GFC's internal operational processes
- Co-led investments for GFC FO and drove investments into startups like Van Leeuwen, GOOD Meat/JUST Egg, Eight Sleep, Quip and more

### Newlab

New York, NY

Strategy & Operations Intern - Venture Studio

June 2022 - Aug. 2022

- Delivered weekly insights on competitor venture studios using data from Crunchbase and Pitchbook, amounting to 12+ short reports highlighting innovative incubation strategies and market developments
- Created the 'JUST Matrix,' a strategic ESG tool helping first-time startup CEOs build companies that inherently prioritize impact (think: equitable pay, ethical supply chains, diversity and inclusion in product design, etc)
- Conducted comprehensive research on potential venture opportunities (ranging from cellular agriculture to bioadhesives), contributing to conviction memos and decision-making on the strategic direction of the venture studio's vertical (ultimately, cell-ag)

## ACTIVITIES

### Cornell Business Review Managing Editor

Sept. 2019 - Dec. 2022

- Guided 20+ writers from initial idea brainstorming to final publication, reviewed article proposals, and published six original articles
- Notable Publications:** Fall 2020: "Observing the Art World from 6 Feet Away" (Cover Article), Cornell Spring 2021 Equity Research Report (CBR x Cornell Equity Club collaboration), Cornell Business Review, CBR Now, Fall 2021: "Pandemic 'Profiteers': The Ultra-Rich Get Richer"

### Delta Gamma Sorority Director of Chapter Archives & Merchandise Chair

Sept. 2019 - May 2023

- Involved in maintaining website, organizing archival initiatives (e.g. composite) and designing merchandise/apparel

## CERTIFICATIONS, LANGUAGES AND INTERESTS

**Languages:** English, Hindi, French (conversational) **Certifications:** Microsoft Office Specialist: Excel + PowerPoint Associate ('21)

**Interests/Passions:** Literature, Cinema, Equestrian, Jazz and Opera (classically trained pianist), Fashion, Food and Wine