

Ramona Furter

Product marketing, go-to-market and growth leadership · AI-native

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15+ years of marketing and product across consumer businesses: positioning, messaging, audience segmentation, launch strategy, funnel analytics and post-launch iteration. Founding-team go-to-market at a Migros Group venture with two funding rounds closed; owned e-commerce for a CHF 100M+ business; today AI Project Lead at Swiss Post, shipping AI-driven business models and working AI-natively every day. Fluent English, native German.

◆ Experience

AI Project Lead, Business Development · Swiss Post, Advertising · Zurich

Jan 2026 · now

- ◆ Lead AI-driven business models from opportunity sizing to prioritized roadmap, go-to-market plan and launch; build-vs-buy and cost-vs-benefit decisions.
- ◆ Cut time spent on sales by 30% through automation and AI implementation.
- ◆ Cut feedback time on proposals and pitches by 90% with a synthetic pitch-check avatar I built; my prototypes and mockups carry C-level presentations.

In between jobs and own ventures

Aug · Dec 2025

- ◆ Built smedium (branding and websites, first clients shipped), grew Pedal Peak, went deep on AI tooling: own LLM tools, prompt engineering, AI-supported content production. Bikepacked Togo and Benin.

Senior Product Manager, Lead E-Commerce · Ifolor Group · Zurich

Oct 2024 · Jul 2025

- ◆ Owned e-commerce ecosystem and strategy for a CHF 100M+ business, reporting to C-level; led a cross-functional team and external agencies, owned budget and KPIs.
- ◆ +9% conversion, +15% checkout step rate through research, A/B testing and analytics.

Lead Project Manager · Brixel · Zurich

Jun 2023 · Sep 2024

- ◆ Owned the partnerships with financial institutions (UBS, Baloise) that drove growth; main bridge between senior client stakeholders and the product team.

Marketing & Growth Lead, Founding Team · WePractice (Sparrow Ventures / Migros Group)

Mar 2020 · May 2023

- ◆ Founding team of a health venture: two funding rounds closed; grew to 10 locations, 23 people, 170+ customers.
- ◆ Built the full go-to-market, hypothesis- and data-driven: 1,000+ client matches in year one; led marketing and sales after Series B.

Growth & Venture Builder · Sparrow Ventures · Zurich

Sep 2019 · Sep 2022

- ◆ Built growth and go-to-market for several internal startups, validation to scale-up; experimentation to lift conversion and cut acquisition cost.

Intrapreneur, Innovation · Die Mobiliar · Bern

Jan 2017 · Aug 2019

- ◆ Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy; market-entry strategies, Design-Thinking experiments, agency steering; coached cross-functional teams.

Commercial and product-marketing foundation

2005 · 2016

- ◆ Trade and product marketing at Promena, Cruspi and Domaco (own brand portfolios, promotions, launches); accounting at Kuoni and AMAG; commercial apprenticeship at Bridgestone Switzerland.

◆ Own ventures

- ◆ **Pedal Peak** (2023 · now): cycling platform with 331 published routes across 12 countries, built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n). Live, with real users.
- ◆ **smedium**: studio for branding, websites and AI automation for small businesses.

◆ Education

BBA Business Administration · Zentrum Bildung, Baden · 2012 to 2015

Certified Mental Health Coach · IPC Academy · 2020 to 2021

CAS Digital Marketing · HWZ Zurich · 2019 to 2020

CAS Innovation · BFH Bern · 2016 to 2017

Diploma Online Marketing incl. Google Ads · 2016

Commercial Employee, Federal VET Diploma · KV Baden · 2005 to 2008

◆ Languages & tools

German native · English fluent, C1 · French B1

Daily AI stack: Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations

Analytics: Google Analytics, A/B testing, funnel and cohort analysis, SEO/SEA

Craft: positioning, messaging, segmentation, launch playbooks, C-level storytelling