

Ramona Furter

Product and project leadership · AI products · Zürich

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Swiss citizen · available with notice



Product and project manager with **10+ years owning roadmaps end to end**, from early-stage ventures to a CHF 100M+ e-commerce business. I define what gets built from customer insight and market signal, run the scoping and sprints that ship it, and measure it: **+9% conversion** at Ifolor, **10 locations and 170+ customers** from the founding team at WePractice. Today I lead AI business models at Swiss Post and build AI products myself.

Experience

Jan 2026 – now

AI Project Lead, Innovation & Business Strategy

Swiss Post, Advertising · Zürich

- Leads AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, including build-vs-buy and cost-vs-benefit calls.
- Cut time spent on sales by 30% through automation and AI implementation.
- Cut feedback time on proposals and sales pitches by 90% by building a synthetic avatar that reviews a pitch before it goes out.
- Builds the clickable prototypes used in C-level presentations, so a proposal can be tested instead of only described.

Dec 2023 – now

Founder

Pedal Peak · Zürich

- Live cycling platform with real users, built and marketed end to end on SvelteKit, Cloudflare, the Strava API and n8n.

Aug – Dec 2025

In between jobs and own ventures

Self-employed

- Built smedium to its first clients (websites shipped, AI workflows automated), grew Pedal Peak, and went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production.

Oct 2024 – Jul 2025

Senior Product Manager, Lead E-Commerce

Ifolor Group · Zürich

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

Jun 2023 – Sep 2024

Lead Project Manager

Brixel · Zürich

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

Mar 2020 – May 2023

Marketing & Growth Lead, Founding Team

WePractice, Sparrow Ventures / Migros Group · Zürich

- Founding team of a health venture: two funding rounds closed, grown to 10 locations, 23 people and 170+ customers.
- Built the full go-to-market, hypothesis and data driven, with 1000+ client matches in year one; led marketing and sales after Series B.

Sep 2019 – Sep 2022

Growth & Venture Builder

Sparrow Ventures · Zürich

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

Jan 2017 – Aug 2019

Intrapreneur, Innovation

Die Mobiliar · Bern

- Took market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy; owned development and operation of the MVPs and ran the Design Thinking experiments that steered product and marketing decisions.
- Digital marketing rotation from Jun 2019: SEO and SEA keyword research and campaigns, ad creatives, content publishing, KPI tracking in web analytics.

2005 – 2016

Commercial and product marketing

Promena · Cruspi · Domaco · Kuoni and AMAG · Bridgestone Switzerland

- Junior Trade Marketing Manager, Junior Product Manager and Assistant Product Manager: own brand portfolios, promotions, pricing, supplier negotiation and reporting. Before that accountant and commercial apprentice: reconciliation, margin control and financial closings.

Education

2012 – 2015

BBA Business Administration (Betriebsökonomie) ·
Zentrum Bildung, Baden

2020 – 2021

Certified Mental Health Coach · IPC Academy, Zürich

2019 – 2020

CAS Digital Marketing · HWZ, Zürich

2016 – 2017

CAS Innovation · BFH, Bern

2016

Diploma Online Marketing incl. Google Ads certification

2005 – 2008

Commercial apprenticeship (Kauffrau E-Profil) ·
Bridgestone Switzerland

Skills

Product: roadmap ownership, discovery and customer insight, scoping, sprints, prioritisation, A/B testing, web analytics, conversion optimisation, prototyping, JIRA.

Go-to-market: positioning, pricing, launch, growth experimentation, SEO and SEA, Google Ads, Google Analytics, partnerships, Design Thinking.

AI: LLM tooling and prompt engineering, Claude and Claude Code, ChatGPT, n8n agent automations, AI product concepts from prototype to launch.

Leadership: cross-functional teams, stakeholders to C-level, agency steering, budget and resourcing.

Languages

German and Swiss German native · English fluent (C1) · French conversational (B1)

Application site for OptAI: ramona-product-project-manager.pages.dev

Own products: Pedal Peak · smedium