

Ramona Furter

Product & transformation lead. Stakeholder coordination, KPIs, delivery.

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loc Zurich, planning move to Dubai



Coordinator and delivery lead who has spent a decade as the **point of contact between senior leaders and the teams that execute**. I track competing priorities against hard **KPIs and budgets**, turn data into the short summary a leader can act on, and move global strategy into local delivery. I owned the e-commerce ecosystem of a CHF 100M+ business, sat on a venture founding team through two funding rounds, and now lead AI projects, building working tools myself. Fluent English, native German, planning to move to Dubai.

Stakeholder coordination

KPI tracking & reporting

Budget management

Transformation delivery

Competing priorities

Data to concise summaries

Cross-functional teams

Go-to-market

Analytics & A/B testing

AI tooling

■ Experience

AI Project Lead, Business Development · Swiss Post

since Jan 2026

Zurich

- Lead AI-driven business models from opportunity sizing to a **prioritised roadmap with KPIs**, coordinating across teams from concept to launch.
- Make the build-vs-buy and cost-vs-benefit calls, turn ideas into go-to-market plans and new revenue.

Own ventures & sabbatical · self-employed

Aug 2025 to Dec 2025

Zurich and travel

- Built **smedium** (branding and websites for small businesses, first clients shipped) and grew **Pedal Peak**, a cycling platform I run end to end with my own AI toolchain.
- Went deep on AI tooling: built working tools with LLMs, prompt engineering, AI-supported production.

Senior Product Manager, Lead E-Commerce · Ifolor Group

Oct 2024 to Jul 2025

Zurich

- Owned the e-commerce ecosystem and strategy for a **business above CHF 100M**, reporting to C-level, with the **budget, resourcing and KPIs**.
- Lifted conversion by **9%** and the checkout step rate by **15%** through research, A/B testing and analytics.
- Led a cross-functional team and external agencies, holding competing priorities to a plan.

Lead Project Manager · Brixel

Jun 2023 to Sep 2024

Zurich

- **Single point of contact** between senior client stakeholders (UBS, Baloise) and the internal product team, the bridge that kept delivery aligned to what leaders needed.
- Owned the partnerships with financial institutions that drove growth.

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

Mar 2020 to May 2023

Zurich

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

Growth & Venture Builder · Sparrow Ventures

Sep 2019 to Sep 2022

Zurich

- Built growth and go-to-market for several internal startups from validation to scale-up; fast in unfamiliar business models.

Intrapreneur, Innovation · Die Mobiliar

Jan 2017 to Aug 2019

Bern

- Took market pilots from **MVP to launch** (Smide, now BOND Mobility; XpertCheck; Lizzy); built market-entry strategies and briefed and managed external agencies.
- Ran market experiments (Design Thinking) that steered product and marketing decisions; coached cross-functional teams.

■ Earlier career, commercial foundation

Junior Trade Marketing Manager · Promena, Pratteln. Own brand portfolio, budgets, reporting. 2016

Junior Product Manager · Cruspi, Dällikon. Promotions end to end, monthly sales reporting. 2014 to 2015

Assistant Product Manager · Domaco, Lengnau. Projects idea to launch, budget and forecast inputs. 2010 to 2014

Accountant · Kuoni, AMAG. Reconciliation, margin control, financial statements. 2008 to 2010

Commercial apprenticeship (Kauffrau E-Profil) · Bridgestone Switzerland. 2005 to 2008

■ Education

CAS Digital Marketing · HWZ Zurich 2019 to 2020

CAS Innovation · BFH Bern 2016 to 2017

Certified Mental Health Coach · IPC Academy Zurich 2020 to 2021

BBA Business Administration · Zentrum Bildung, Baden 2012 to 2015

■ Languages & tools

German native · **English fluent (C1)** · **French B1**

Analytics and BI: Google Analytics, Google Marketing Platform, A/B testing, KPI dashboards.

Delivery: JIRA, Design Thinking. Building: SvelteKit, Cloudflare, n8n, LLM tooling.