

Ramona Furter

Project and growth lead, from the idea to the launch and beyond. Partnerships with financial institutions, e-commerce and funnel economics, and AI products I build myself.

ramona.furter@icloud.com · +41 78 907 14 47 · [linkedin.com/in/ramona-furter](https://www.linkedin.com/in/ramona-furter)

Zurich, Switzerland · Swiss citizen · Available with notice

German native, English fluent, French conversational

Profile

Fifteen years in marketing and product, the last decade leading ventures and products end to end. I owned the **commercial terms of partnerships with UBS and Baloise** at Brixel and the **CHF 100M+ e-commerce ecosystem** at Ifolor, where I lifted conversion by 9% and the checkout step rate by 15% through research, A/B testing and analytics. Growth and go-to-market for early ventures at Sparrow Ventures and WePractice, where cutting **CAC** while scaling acquisition was the job. I work in **remote and distributed teams**, and I build with AI tooling daily rather than briefing it out.

Experience

Jan 2026 – now	AI Project Lead, Innovation & Business Strategy · Swiss Post, Advertising · Zurich - Lead AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, including build-versus-buy and cost-versus-benefit calls. - Cut time spent on sales by 30% through automation and AI implementation. - Cut feedback time on proposals and sales pitches by 90% with a synthetic avatar I built that checks a pitch before it goes out.
Aug 2025 – Dec 2025	In between jobs and own ventures · self-employed Built smedium to its first clients, grew Pedal Peak, and went deep on AI tooling: own tools with LLMs, prompt engineering, agent automations in n8n.
Oct 2024 – Jul 2025	Senior Product Manager, Lead E-Commerce · Ifolor Group · Zurich - Owned the e-commerce ecosystem and strategy for a CHF 100M+ business, reporting to C-level. +9% conversion and +15% checkout step rate through user research, A/B testing and analytics in GA4. - Led a cross-functional team and external agencies, with budget, resourcing and KPI ownership. Magento e-commerce platform.
Jun 2023 – Sep 2024	Lead Project Manager · Brixel · Zurich - Owned the partnerships with financial institutions, UBS and Baloise, that drove growth. - Main bridge between senior client stakeholders and the internal product team, translating commercial commitments into what engineering had to build.
Mar 2020 – May 2023	Marketing & Growth Lead, Founding Team · WePractice (Sparrow Ventures / Migros Group) - Founding team of a health venture: two funding rounds closed, grown to 10 locations, 23 people, 170+ customers. - Built the full go-to-market, hypothesis and data driven, with 1000+ client matches in year one; led the marketing and sales team after Series B.
Sep 2019 – Sep 2022	Growth & Venture Builder · Sparrow Ventures · Zurich - Built growth and go-to-market for several internal startups, from validation to scale-up. - Ran experimentation to lift conversion and cut CAC, fast in unfamiliar business models.

Jan 2017 - Aug 2019

Intrapreneur, Innovation · Die Mobiliar · Bern

- Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy. Owned the MVPs, built market-entry strategies, ran the experiments that steered marketing and product decisions, briefed and managed external agencies.
- Job rotation in digital marketing from June 2019: SEO and SEA keyword research and campaigns, ad creatives, content publishing, KPI tracking in web analytics.

2005 - 2016

Earlier career · commercial and product marketing

Junior Trade Marketing Manager at Promena (2016), Junior Product Manager at Cruspi (2014–2015), Assistant Product Manager at Domaco (2010–2014), Accountant at Kuoni and AMAG (2008–2010), commercial apprenticeship at Bridgestone Switzerland (2005–2008). Brand portfolios owned end to end, promotion planning and budgets, direct negotiation with international brand manufacturers, pricing calculations and monthly sales reporting.

Ventures

Dec 2023 - now

Founder · Pedal Peak

- Live cycling platform built end to end, **331 hand-ridden routes across 12 countries**, real users. SvelteKit, Cloudflare, Strava API, n8n.
- smedium: branding, websites and AI automation for small businesses.

Skills

Commercial: partnership and vendor negotiation, commercial terms, budget and P&L ownership, go-to-market, pricing and promotion planning

Numbers: CAC, conversion and funnel economics, A/B testing, GA4 and Google Marketing Platform, KPI and reporting design

AI and tooling: Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations, own tools built with LLMs since late 2024

Product and delivery: Magento, JIRA, Design Thinking, cross-functional and remote teams, agency management, SEO and SEA

Education

- Bachelor of Business Administration (Betriebsökonomie) · Zentrum Bildung, Baden · 2012–2015
- Certified Mental Health Coach · IPC Academy, Zurich · 2020–2021 · CAS Digital Marketing · HWZ, Zurich · 2019–2020
- CAS Innovation · BFH, Bern · 2016–2017 · Diploma Online Marketing incl. Google Ads · 2016 · Commercial apprenticeship (Kauffrau E-Profil) · Bridgestone Switzerland · 2005–2008

Application for Affiliate Manager at Propr.xyz · the worked case sits at ramona-affiliate-manager.pages.dev