

Ramona Furter

Program and product manager · **process improvement with data and metrics**

Zurich, Switzerland · planning to move to Dubai · Swiss citizen · available with notice

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10+ years of program and project management across e-commerce, corporate innovation and venture building. I own metrics, find the root cause when they miss, and ship the fix: +9% conversion on a CHF 100M+ e-commerce business, 30% less time spent on sales at Swiss Post through automation I built myself. Cross-functional by default, from engineers to C-level, and I build my own tools with AI when the team needs one.

Professional Experience

Jan 2026 – now

AI Project Lead, Innovation & Business Strategy

Swiss Post, Advertising · Zurich

- Lead AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, build-vs-buy calls, delivery from concept to launch.
- **Cut time spent on sales by 30%** through automation and AI implementation.
- **Cut feedback time on proposals by 90%** with a synthetic pitch-check avatar I built.
- Build the clickable prototypes used in C-level presentations.

Aug – Dec 2025

In between jobs and own ventures

smedium · Pedal Peak · Zurich

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

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 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 · Zurich

- Owned partnerships with financial institutions (UBS, Baloise) that drove growth.
- 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) · Zurich

- Founding team of a health venture: **2 funding rounds** closed; grew to **10 locations, 23 people, 170+ customers**.
- Built the full go-to-market, hypothesis- and data-driven: **1000+ client matches** in year one; led marketing and sales after Series B.

Sep 2019 – Sep 2022

Growth & Venture Builder

Sparrow Ventures · Zurich

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

Jan 2017 – Aug 2019

Intrapreneur, Innovation

Die Mobiliar · Bern

- Took market pilots from MVP to launch (Smide, XpertCheck, Lizzy): owned development and operation, built market-entry strategies, ran market experiments that steered product decisions.
- Coached cross-functional teams; briefed and managed external agencies.

Earlier Career

- 2016

Junior Trade Marketing Manager

Promena · Pratteln

Own brand portfolio end to end: promotion planning, procurement steering, budgets, reporting; built calculations and tracked pricing and assortment moves.
- 2014 – 2015

Junior Product Manager

Cruspi · Dällikon

Consumer and trade promotions end to end; produced monthly statistics and sales reporting for management.
- 2010 – 2014

Assistant Product Manager

Domaco · Lengnau

Own projects from idea to market launch; goods monitoring, statistics, evaluations, budget and forecast inputs.
- 2008 – 2010

Accountant

Kuoni, AMAG

Debtor and creditor reconciliation, error-payment handling, margin control and plausibility checks; contributed to monthly, quarterly and annual statements.

Own Ventures

- 2023 – now

Founder, Pedal Peak

pedal-peak.com

Live cycling route platform built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n): **331 hand-picked routes across 12 countries**, planned for efficiency without breaking the rider.

Skills

- Program and project management

· roadmaps, schedules, budgets, cross-functional delivery from concept to launch
- Process improvement with data and metrics

· KPI ownership, A/B testing, root-cause analysis, analytics (Google Analytics, Google Marketing Platform), Excel reporting
- Stakeholder management

· C-level reporting (Ifolor, Swiss Post), senior client stakeholders (UBS, Baloise), external agencies
- AI tooling

· builds working tools with Claude (incl. Claude Code), ChatGPT and n8n agent automations, daily practice

Education

- BBA Business Administration

· 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 Employee, Federal VET Diploma

· KV Baden · 2005–2008

Languages

- German

· native
- English

· fluent (C1)
- French

· conversational (B1)