

Ramona Furter

AI Project Lead at Swiss Post. 10+ years of product, venture and growth leadership. Ships AI products end to end.

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

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I lead AI transformation as a job, not a slide: at Swiss Post I identify and prioritize AI use cases, build the business cases, and manage AI, Generative AI and intelligent automation projects from concept through implementation, with stakeholder engagement, change management, vendor management, KPIs and executive reporting. Before that: 10+ years building and scaling digital products and ventures. I also build with agentic AI myself, end to end, so I evaluate technology partners from the inside.

Experience

AI Project Lead, Business Development · Swiss Post, Advertising · Zurich since Jan 2026

- Lead AI-driven business models: opportunity sizing into a prioritised use-case roadmap with KPIs.
- Build the business cases: build-vs-buy and cost-vs-benefit calls for AI investments.
- Manage delivery from concept to launch, coordinating internal teams, stakeholders and vendors.

In between jobs and own ventures · smedium, Pedal Peak Aug to Dec 2025

- Built smedium (studio): first clients, websites shipped, AI workflows automated.
- Went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production.
- Grew Pedal Peak (events, website, community); cycled Togo and Benin by bike.

Senior Product Manager, Lead E-Commerce · Ifolor Group · Zurich Oct 2024 to Jul 2025

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

Lead Project Manager · Brixel · Zurich Jun 2023 to Sep 2024

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

Marketing & Growth Lead, Founding Team · WePractice (Sparrow Ventures / Migros Group) Mar 2020 to 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: 1000+ client matches in year one.
- Led the marketing and sales team after Series B.

Growth & Venture Builder · Sparrow Ventures · Zurich Sep 2019 to Sep 2022

- Built growth and go-to-market for several internal startups, from validation to scale-up.

Intrapreneur, Innovation · Die Mobiliar · Bern Jan 2017 to Aug 2019

- Market pilots and proof-of-concept programs from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy.
- Ran market experiments (Design Thinking) that steered marketing and product decisions; briefed and managed external agencies; coached cross-functional teams; ran workshops.

Earlier career, 2005 to 2016

Junior Trade Marketing Manager · Promena · 2016 · **Junior Product Manager** · Cruspi · 2014 to 2015 · **Assistant Product Manager** · Domaco · 2010 to 2014 · **Accountant** · Kuoni, AMAG · 2008 to 2010 · **Commercial apprenticeship** · Bridgestone Switzerland · 2005 to 2008

Own ventures

Founder · Pedal Peak since Dec 2023

- Live cycling platform with real users, built end to end (SvelteKit, Cloudflare, Strava API, n8n) with an AI toolchain.

Education

Core skills

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

Certified Mental Health Coach · IPC Academy Zurich · 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

AI transformation · Generative AI and agentic AI · intelligent automation · use-case prioritization · business cases · pilot programs and proof of concept · change management and workshops · vendor management · AI governance awareness · KPIs, adoption and executive reporting

Languages

German (native) · English (fluent, C1) · French (conversational, B1)

AI and tools

Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations; SEO/SEA, Google Analytics, JIRA, Adobe Creative Cloud, Design Thinking.