

Ramona Furter

Digital Innovation Manager candidate. AI innovation roadmaps, Generative AI and marketing technology, e-commerce product leadership.

Zurich, Switzerland, planning the move to Dubai · Swiss citizen · available with notice
ramona.furter@icloud.com · +41 78 907 14 47 · linkedin.com/in/ramona-furter · application
site: ramona-boutiquaat.pages.dev

Profile

AI Project Lead at Swiss Post: I develop the AI innovation roadmap, size opportunities into business cases with KPIs, make build-vs-buy calls on AI platforms and vendors, and deliver from concept to launch. 10+ years across product management, digital innovation and growth marketing, including e-commerce ownership of a CHF 100M+ business with measured results from A/B testing. Hands-on with Generative AI, LLMs, AI agents and workflow automation daily; I build and ship my own products with that toolchain. Experienced in prototyping, pilot programs and proof-of-concept work, audience segmentation, campaign optimization, and cross-functional project leadership.

Experience

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

- Lead AI-driven business models end to end: opportunity sizing into a **prioritized AI roadmap with KPIs**.
- Turn AI ideas into go-to-market plans and new revenue; build-vs-buy and cost-vs-benefit calls on AI platforms and vendors.
- Deliver from concept to launch with marketing, product and engineering stakeholders.

In between jobs and own ventures · self-employed Aug to Dec 2025

- Built smedium to its first clients: websites shipped, **AI content and workflow automation** for small businesses.
- Grew Pedal Peak (events, website, community) and went deep on LLM tooling: own tools, prompt engineering, AI-supported content production. Cycled through Togo and Benin.

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

- Owned the e-commerce ecosystem and strategy of 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.

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

- Owned partnerships with financial institutions (UBS, Baloise) that drove the agency's 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: **1,000+ client matches** in year one; led marketing and sales 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.
- Experimentation programs to lift conversion and cut acquisition cost across unfamiliar business models.

- Three market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy; owned development and operations.
- Market-entry strategies and Design Thinking experiments that steered marketing and product decisions; briefed and managed external agencies.
- Job rotation in digital marketing: SEO/SEA campaigns, ad creatives, content publishing, KPI tracking with web analytics.

Earlier career: commercial and product-marketing foundation

2005 to 2016

- Junior Trade Marketing Manager, Promena (2016): own brand portfolio end to end, promotion planning, budgets, negotiations with international manufacturers.
- Junior Product Manager, Cruspi (2014 to 2015): consumer and trade promotions for distribution brands; owned social channels, websites and sales reporting.
- Assistant Product Manager, Domaco (2010 to 2014): projects from idea to market launch; statistics, forecasts, trade fairs.
- Accountant, Kuoni and AMAG (2008 to 2010); commercial apprenticeship (Kauffrau E-Profil), Bridgestone Switzerland (2005 to 2008).

Own products

- **Pedal Peak** (since 2023): live cycling platform built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n agent automations). Real product, real users.
- **smedium**: studio for branding, websites and AI automation for small businesses.

Skills

Generative AI and LLMs (Claude, Claude Code, ChatGPT, prompt engineering) · AI agents and marketing workflow automation (n8n) · AI innovation roadmaps and business cases · prototyping, pilot programs, proof-of-concept, A/B testing · campaign optimization and audience segmentation · e-commerce and conversion optimization · vendor evaluation and build-vs-buy · web analytics (Google Analytics, Google Marketing Platform), SEO/SEA · stakeholder management and cross-functional project leadership

Education

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 apprenticeship, Federal VET Diploma · Wirtschaftsschule KV Baden · 2005 to 2008

Languages

German · native (Swiss German)

English · fluent (C1)

French · conversational (B1)

Voluntary

Head of Marketing & Communication · Tennisclub Neufeld, Bern · 2019 to 2020