

Ramona Furter

Digital product leader, concept to revenue

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Zurich, Switzerland · Swiss citizen

Planning to move to Dubai. Available with notice. Applying for Digital Product Head, SaaS, ref JN-072026-7055245.

Profile

Digital product leader with 10+ years taking products from concept to revenue generation: founding team of a two-sided marketplace venture that closed two funding rounds, senior product manager on a CHF 100M+ e-commerce business, today AI Project Lead at Swiss Post. Defines product vision, roadmap and phased delivery plans, leads cross-functional teams and engineering builds, and tracks performance data-driven: adoption, conversion, funnel metrics. Ships AI and automation products hands-on with her own toolchain.

Experience

AI Project Lead, Innovation & Business Strategy · Swiss Post, Advertising · Zurich

since Jan 2026

- Leads AI-driven business models from opportunity sizing to a prioritised product roadmap with KPIs.
- Turns AI and automation ideas into go-to-market plans and new revenue; owns build-vs-buy and cost-vs-benefit decisions; delivery from concept to launch.

Founder · Pedal Peak, cycling platform

since Dec 2023

- Built and runs a live platform end to end (SvelteKit, Cloudflare, Strava API, n8n automations) with real users; every release shipped with her own AI toolchain.

In between jobs and own ventures · smedium studio

Aug until Dec 2025

- Built smedium (websites and AI automation for small businesses, first paying clients), grew Pedal Peak, and went deep on AI tooling: own LLM tools, prompt engineering, AI-supported content production.

Senior Product Manager, Lead E-Commerce · Ifolor Group · Zurich

Oct 2024 until Jul 2025

- Owned the e-commerce ecosystem and product 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.
- Led a cross-functional team and external agencies; owned budget, resourcing and KPIs.

Lead Project Manager · Brixel · Zurich

Jun 2023 until 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 until May 2023

- Founding team of a two-sided health marketplace: closed two funding rounds, grew to 10 locations, 23 people and 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 until Sep 2022

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

Intrapreneur, Innovation · Die Mobiliar · Bern

Jan 2017 until Aug 2019

- Took market pilots from MVP to launch (Smide, XpertCheck, Lizzy); owned development and operation of the MVPs, ran market experiments and briefed external agencies.

Earlier career · commercial and product marketing

2005 until 2016

Junior Trade Marketing Manager, Promena (2016) · Junior Product Manager, Cruspi (2014 until 2015) · Assistant Product Manager, Domaco (2010 until 2014) · Accountant, Kuoni and AMAG (2008 until 2010) · Commercial apprenticeship, Bridgestone Switzerland (2005 until 2008).

Education

BBA Business Administration (Betriebsökonomie) · Zentrum Bildung, Baden 2012 until 2015

Certified Mental Health Coach · IPC Academy, Zurich 2020 until 2021

CAS Digital Marketing · HWZ, Zurich 2019 until 2020

CAS Innovation · BFH, Bern 2016 until 2017

Commercial Employee, Federal VET Diploma · KV Baden 2005 until 2008

Languages

German, Swiss German: native

English: fluent

French: conversational

Application site

The worked launch plan behind this application:

ramona-digital-product-head.pages.dev