

Ramona Furter

Project execution and product delivery lead · 10+ years of end-to-end delivery: budgets, timelines, cross-functional teams

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

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

Ten-plus years leading end-to-end delivery of digital products and ventures: prioritization across competing projects and stakeholders, project financials on a CHF 100M+ business, risk and cost-benefit calls, and operational efficiency with numbers attached (30% less time on sales at Swiss Post through automation and AI). I build with AI daily and ship real products with it.

Key skills

Prioritization · project management and end-to-end delivery · stakeholder engagement · customer relationships · budgeting and project financials · risk and cost-benefit assessment · operational efficiency and cost reduction · cross-functional teams · KPIs and reporting · continuous improvement · AI and automation

Experience

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

Jan 2026 to now

- Lead AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, delivery from concept to launch; build-vs-buy and cost-vs-benefit calls.
- **Cut time spent on sales by 30%** through automation and AI implementation.
- **Cut proposal and pitch feedback time by 90%** with a synthetic pitch-check avatar I built.

In between jobs and own ventures

Aug to Dec 2025

- Built smedium (websites and AI automation for small businesses, first clients shipped) and grew Pedal Peak; went deep on AI tooling, prompt engineering and agent automation. Bikepacking in 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; owned budget, resourcing and KPIs.
- **+9% conversion, +15% checkout completion** through research, A/B testing and analytics.
- Led a cross-functional team and external agencies on one delivery plan.

Lead Project Manager · Brixel, Zurich

Jun 2023 to Sep 2024

- Owned the partnerships with financial institutions (UBS, Baloise) that drove the company's growth.
- Main bridge between senior client stakeholders and the internal product team; ran scope, timelines and the difficult conversations.

Marketing & Growth Lead, Founding Team · WePractice (Migros Group), Zurich

Mar 2020 to May 2023

- Founding team of a health venture: **two funding rounds** closed, grown to **10 locations, 23 people, 170+ customers**.
- Built the full go-to-market: 1000+ 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 to lift conversion and cut acquisition cost.

Intrapreneur, Innovation · Die Mobiliar, Bern

Jan 2017 to Aug 2019

- Owned market pilots from MVP to launch (Smide, XpertCheck, Lizzy): market-entry strategies, market experiments, external agencies briefed and managed, cross-functional teams coached.

Earlier career: product marketing and finance

2005 to 2016

- FMCG product and trade marketing at Promena, Cruspi and Domaco; accounting at Kuoni and AMAG; commercial apprenticeship at Bridgestone Switzerland.

Own ventures, live

Pedal Peak · founder

2023 to now

- A live cycling platform built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n). Real product, real users.

smedium · founder

2025 to now

- Studio for small-business websites and AI workflow automation.

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 Employee, Federal VET Diploma

Wirtschaftsschule KV Baden · 2005 to 2008

Languages

German native (Swiss German)

English fluent (C1)

French conversational (B1)

Tools

Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automation

Google Analytics, SEO/SEA, JIRA, Adobe Creative Cloud, Design Thinking

About this application

The application site at ramona-project-execution.pages.dev works one of your Mondays as a case: three competing demands on a Gulf project desk, my order committed before you pick. I built the site and the plan with the AI tools I use daily.