

Ramona Furter

Product Manager · Journey Orchestration & Customer Data Activation

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Profile

Product and growth leader with 10+ years across product management, venture building and e-commerce, and hands-on AI daily. I turn customer data (CRM, booking, behavioral) into segmentation, triggers, personalization and measurable conversion results, and I build the orchestration and AI layer myself: production automations, LLM tools and clickable prototypes. Track record of roadmap ownership and prioritization with C-level stakeholders.

Journey design & orchestration logic · omnichannel personalization · segmentation & decisioning · customer data activation · product lifecycle & roadmap ownership · A/B testing & analytics · AI-enabled use cases (LLMs) · stakeholder management

Professional Experience

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

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

In between jobs and own ventures Aug – Dec 2025

- Built smedium (branding and web studio: first clients, shipped websites, AI workflow automation) and grew Pedal Peak; went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production.

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

- Owned the e-commerce ecosystem and strategy of a **CHF 100M+** business, reporting to C-level; owned budget, resourcing and KPIs.
- **+9% conversion and +15% checkout step rate** through user research, A/B testing and analytics on real customer data.
- Led a cross-functional team and external agencies through the product lifecycle.

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

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

Marketing & Growth Lead, Founding Team · WePractice (Sparrow Ventures / Migros Group) Mar 2020 – May 2023

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

Growth & Venture Builder · Sparrow Ventures

Sep 2019 – Sep 2022 · Zurich

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

Intrapreneur, Innovation · Die Mobiliar

Jan 2017 – Aug 2019 · Bern

- Ran market pilots from MVP to launch (Smide, XpertCheck, Lizzy): market-entry strategies, design-thinking experiments steering product and marketing decisions, coached cross-functional teams.
- Job rotation in digital marketing: SEO/SEA, campaigns, KPI tracking with web analytics.

Earlier career: product marketing and commercial roles

2005 – 2016

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

FMCG product marketing end to end, plus the accounting years behind the numbers discipline.

Own Products

- **Pedal Peak** (2023 – now): live cycling platform built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n): 331 hand-riden routes across 12 countries, real users, automated content and data flows.
- **smedium**: studio for branding, websites and AI automation for small businesses.

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

Skills & Tools

Journey and funnel design: segmentation, triggers, decisioning, suppression, personalization

AI/LLM: Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations

Analytics: Google Analytics, Google Marketing Platform, A/B testing

Delivery: JIRA, design thinking, agency steering

Languages

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

A worked Etihad journey case accompanies this application: ramona-etihad.pages.dev