

Ramona Furter

Product marketing and growth leader. 15+ years from zero-to-one venture GTM to a CHF 100M+ e-commerce P&L, now leading AI business models at Swiss Post.

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Zurich, Switzerland · Swiss citizen

Planning to move to Dubai

Available with notice

Applying for **Lead Product Marketing Manager, Revolut (Dubai)**. I build GTM strategies, value propositions, and campaign messaging that carry real commercial weight: +9% conversion on a CHF 100M+ business, two funding rounds closed as a founding team member, and AI products I ship myself. The worked case that goes with this CV: ramona-revolut.pages.dev

Experience

Since Jan 2026
Zurich

AI Project Lead, Business Development · Swiss Post, Advertising

- Lead AI-driven business models end to end: opportunity sizing into a **prioritised roadmap with KPIs**, then delivery from concept to launch.
- Turn AI ideas into **go-to-market plans and new revenue**; make build-vs-buy and cost-vs-benefit calls in front of senior leadership.

Aug 2025 to Dec
2025

In between jobs and own ventures · smedium, Pedal Peak

- Built smedium (studio: first clients, websites shipped, AI workflows automated), grew Pedal Peak, and went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production. Cycled Togo and Benin in between.

Oct 2024 to Jul 2025
Zurich

Senior Product Manager, Lead E-Commerce · Ifolor Group

- Owned the e-commerce ecosystem and strategy for 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.

Jun 2023 to Sep 2024
Zurich

Lead Project Manager · Brixel

- Owned the partnerships with financial institutions (**UBS, Baloise**) that drove the agency's growth; the bridge between senior client stakeholders and the product team.

Mar 2020 to May
2023
Zurich

Marketing & Growth Lead, Founding Team · WePractice (Sparrow Ventures / Migros Group)

- 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.

Sep 2019 to Sep
2022
Zurich

Growth & Venture Builder · Sparrow Ventures (Migros Group)

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

Jan 2017 to Aug 2019
Bern

Intrapreneur, Innovation · Die Mobiliar

- Took market pilots from MVP to launch (Smide, XpertCheck, Lizzy): market-entry strategies, market experiments, and the external agencies behind them.

Earlier career

- | | |
|--------------------------|---|
| 2016
Pratteln | Junior Trade Marketing Manager · Promena <ul style="list-style-type: none">• Own brand portfolio end to end: promotions, procurement steering, budgets, negotiations with international brand manufacturers. |
| 2014 to 2015
Dällikon | Junior Product Manager · Cruspi <ul style="list-style-type: none">• Consumer and trade promotions for well-known distribution brands, with strategic brand management responsibility. |
| 2010 to 2014
Lengnau | Assistant Product Manager · Domaco <ul style="list-style-type: none">• Own projects from idea to market launch; statistics, evaluations, and budget inputs. |
| 2008 to 2010 | Accountant · Kuoni, AMAG <ul style="list-style-type: none">• Reconciliation, margin control, and plausibility checks; contributed to monthly, quarterly, and annual statements. |

Own ventures

Pedal Peak · since 2023 · a live cycling platform with real users, built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n)

smedium · studio for branding, websites, and AI workflows for small businesses

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 Diploma (Kauffrau E-Profil) · Bridgestone Switzerland · 2005 to 2008

Skills

Product marketing, GTM strategies, value propositions, campaign messaging

Zero-to-one launches, launch processes, cross-functional coordination

P&L ownership, CAC, conversion, A/B testing, web analytics

Performance marketing, SEO/SEA, content, community

C-suite communication, executive-ready narratives

AI daily: Claude and Claude Code, ChatGPT, prompt engineering, n8n automations

Languages

German and Swiss German native · English fluent · French conversational