

Ramona Furter

Strategy and business planning • Product and venture leadership

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

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Application page for this role: ramona-airalo.pages.dev

Profile

Fifteen years in marketing, product and strategy, ten of them leading. I own corporate strategy work end to end: market analysis and competitive intelligence, the financial case under a decision, strategic planning, then the delivery, the KPIs and the business reviews that show whether it worked. I have carried a business over CHF 100M with the budget and the KPIs attached, and closed two funding rounds inside a founding team.

I work with remote and distributed teams by default. I have no M&A transaction or due diligence experience; the financial modelling, business planning and strategic planning around it are where I am strong.

Experience

AI Project Lead, Innovation & Business Strategy

Jan 2026 to now

Swiss Post, Advertising • Zurich

- Lead AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, and own the build-versus-buy and cost-versus-benefit decisions.
- Cut time spent on sales by 30% through automation and AI implementation.
- Cut feedback time on proposals and sales pitches by 90% with a synthetic pitch-check avatar I built.

Senior Product Manager, Lead E-Commerce

Oct 2024 to Jul 2025

Ifolor Group • Zurich

- Owned the e-commerce ecosystem and strategy for a business over CHF 100M, reporting to C-level, including budget, resourcing and KPIs.
- Lifted conversion by 9% and the checkout step rate by 15% through research, A/B testing and analytics.
- Led a cross-functional team and external agencies across strategy, delivery and measurement.

In between jobs and own ventures

Aug 2025 to Dec 2025

Self-employed

- Built smedium, a studio for websites and AI automation, to its first clients, grew Pedal Peak to 331 published routes across twelve countries, and went deep on LLM tooling and prompt engineering, all run remotely while travelling.

Lead Project Manager

Jun 2023 to Sep 2024

Brixel • Zurich

- Owned partnerships with financial institutions including UBS and Baloise, and was the main bridge between senior client stakeholders and the internal product team.

Marketing & Growth Lead, Founding Team

Mar 2020 to May 2023

WePractice, Sparrow Ventures / Migros Group • Zurich

- Founding team of a health venture: two funding rounds closed, grown to ten locations, 23 people and 170+ customers.
- Built the full go-to-market, hypothesis and data driven, with over 1000 client matches in the first year, and led the marketing and sales team after Series B.

Growth & Venture Builder

Sep 2019 to Sep 2022

Sparrow Ventures • Zurich

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

Intrapreneur, Innovation

Jan 2017 to Aug 2019

Die Mobiliar • Bern

- Took market pilots from MVP to launch, including Smide (now BOND Mobility), XpertCheck and Lizzy, owning development and operation of the MVPs.
- Built market-entry strategies, ran the market experiments that steered marketing and product decisions, and briefed and managed external agencies.

Earlier career

Junior Trade Marketing Manager • Promena, Pratteln

2016

Junior Product Manager • Cruspi, Dällikon

2014 to 2015

Assistant Product Manager • Domaco, Lengnau

2010 to 2014

Accountant • Kuoni, AMAG

2008 to 2010

Own ventures

Pedal Peak • founder of a live cycling platform, 331 routes across twelve countries, built end to end

2023 to now

smedium • founder of a studio for branding, websites and AI automation for small businesses

2025 to now

Education

BBA Business Administration (Betriebsökonomie) • 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, including Google Ads • Shaw Academy

2016

Commercial Employee, Federal VET Diploma • Wirtschaftsschule KV Baden

2005 to 2008

Skills

Strategy and planning: corporate strategy, strategic planning, business planning, financial modelling, opportunity sizing, build versus buy, market analysis, competitive intelligence, business case development, P&L and budget ownership.

Performance management: OKRs, KPI definition and tracking, monthly and quarterly business reviews, roadmap prioritisation, project and programme delivery, cross-functional alignment, stakeholder management up to C-level.

Product and growth: go-to-market, e-commerce (Magento), conversion optimisation, A/B testing, Google Analytics and GA4, SEO and SEA, customer research, Design Thinking.

AI, hands-on: Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations, LLM-built internal tools. I use it where it helps. The commercial trade-offs and the decisions about people stay with me.

Languages: German and Swiss German native, English fluent, French good.

References and a worked case for this role are on the application page: ramona-airalo.pages.dev