

Ramona Furter

Innovation, venture building and corporate development

Zurich, Switzerland · Swiss citizen · available with notice

+41 78 907 14 47 · ramona.furter@icloud.com

linkedin.com/in/ramona-furter · ramona-lead-business-innovation.pages.dev



Ten years of taking new business models from idea to market inside established companies, plus a commercial and product marketing career before that. I run opportunity scouting and business case development, take pilots from proof of concept to launch, and work with senior executives and customers on the way. I also build products myself, which keeps the business cases honest.

Experience

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

Jan 2026 until now

- Leads AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs.
- Turns AI ideas into go-to-market plans and new revenue, including build-versus-buy and cost-versus-benefit decisions.
- Owns delivery from concept through to launch.

In between jobs and own ventures · self-employed

Aug 2025 to Dec 2025

- Built smedium, a studio for branding, websites and AI workflow automation, and won its first clients.
- Grew Pedal Peak, her own cycling platform, and went deep on AI tooling: own tools built with LLMs, prompt engineering, AI-supported production.

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.
- Lifted conversion by 9% and the checkout step rate by 15% through research, A/B testing and analytics.
- Led a cross-functional team plus external agencies, and owned budget, resourcing and KPIs.

Lead Project Manager · Brixel, Zurich

Jun 2023 to Sep 2024

- Owned partnerships with financial institutions, including UBS and Baloise, that drove growth.
- Main bridge between senior client stakeholders and the internal product team.

Marketing & Growth Lead, founding team · WePractice, Zurich

Mar 2020 to May 2023

- Founding team of a health venture inside Sparrow Ventures (Migros Group): two funding rounds closed, grown to 10 locations, 23 people and 170+ customers.
- Built the full go-to-market, hypothesis and data driven, with 1000+ client matches in the first year.
- Led the marketing and sales team after the 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 through to scale-up.
- Fast in unfamiliar business models; ran experimentation to lift conversion and cut customer acquisition cost.

- Took market pilots from MVP to launch and then operated them: Smide, now BOND Mobility, XpertCheck and Lizzy.
- Built market-entry strategies and ran market experiments that steered marketing and product decisions.
- Coached cross-functional teams, briefed and managed external agencies, explored data plays and partnerships.

Earlier career

2016	Junior Trade Marketing Manager , Promena, Pratteln. Own brand portfolio end to end, negotiation with international brand manufacturers.
2014 to 2015	Junior Product Manager , Cruspi, Dällikon. Consumer and trade promotions, brand management, sales reporting.
2010 to 2014	Assistant Product Manager , Domaco, Lengnau. Projects from idea to market launch, budget and forecast input.
2008 to 2010	Accountant , Kuoni and AMAG. Margin control, plausibility checks, monthly and annual statements.
2005 to 2008	Commercial apprenticeship , Bridgestone Switzerland. Federal VET Diploma.

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

Skills and tools

Innovation and strategy

Opportunity scouting, business case development, proof of concept to launch, venture building, market entry, Design Thinking, portfolio prioritisation

Commercial

Go-to-market, pricing and business modelling, P&L ownership, budget and KPI ownership, partnerships with senior stakeholders

Product and data

Product management, A/B testing, Google Analytics, SEO and SEA, JIRA, experimentation

AI and building

Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations, SvelteKit and Cloudflare (Pedal Peak, built end to end)

Languages and own ventures

Languages

German and Swiss German native, English fluent (C1), French conversational (B1)

Pedal Peak and smedium

A live cycling platform with real users, and a studio for small business branding, websites and AI workflows

The application built for this role, including the opportunity brief, is at ramona-lead-business-innovation.pages.dev.