

Ramona Furter

Marketing, e-commerce and product leader, 15+ years.
Cyclist. Founder of Pedal Peak, a live cycling community platform. Builds with AI daily.

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

Jan 2026 to now

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

- Leads AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, then delivery from concept to launch.
- Cut time spent on sales 30% through automation and AI implementation.
- Cut feedback time on proposals and pitches 90% with a synthetic pitch-check avatar she built.
- Builds the clickable mockups and prototypes used in C-level presentations.

Dec 2023 to now

Founder · Pedal Peak, cycling community platform

- Live cycling platform with real users: rides, events, community, Strava integration. Designed, built and operated end to end with an AI toolchain (SvelteKit, Cloudflare, n8n).

Aug to Dec 2025

In between jobs and own ventures

- Cycling in Togo and Benin; built smedium (websites and AI automation for small businesses); deepened daily AI tooling: LLM workflows, prompt engineering, AI-supported content production.

Oct 2024 to Jul 2025

Senior Product Manager, Lead E-Commerce · Ifolor Group, Zurich

- Owned the e-commerce ecosystem and strategy of 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

Lead Project Manager · Brixel, Zurich

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

Mar 2020 to May 2023

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 marketing and sales after Series B.

Sep 2019 to Sep 2022

Growth & Venture Builder · Sparrow Ventures, Zurich

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

Jan 2017 to Aug 2019

Intrapreneur, Innovation · Die Mobiliar, Bern

- Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy. Market-entry strategies, design-thinking experiments, agency management; job rotation in digital marketing (SEO/SEA, analytics).

2005 to 2016

Earlier career: product marketing and trade, FMCG

- Junior Trade Marketing Manager, Promena (2016); Junior Product Manager, Cruspi (2014 to 2015); Assistant Product Manager, Domaco (2010 to 2014): own-brand portfolios, trade promotions, pricing, negotiations with international brand manufacturers. Accountant, Kuoni and AMAG (2008 to 2010). Commercial apprenticeship, Bridgestone Switzerland (2005 to 2008).

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 · KV Baden · 2005 to 2008

Languages & tools

- German native, English fluent, French conversational
- AI daily: Claude and Claude Code, ChatGPT, prompt engineering, n8n automations
- Google Analytics, Google Marketing Platform, SEO/SEA, A/B testing, JIRA, Adobe CC

Voluntary & interests

- Head of Marketing & Communication, Tennisclub Neufeld, Bern (2019 to 2020)
- Cycling and bikepacking first (Togo and Benin, 2025); tennis, volleyball, diving, photography

Application site with a worked case for Wolfi's: ramona-ecommerce-open-application.pages.dev