

Ramona Furter



AI Project Lead, Innovation & Business Strategy at Swiss Post. AI strategy, prototypes and proofs of concept, from use case to delivery.

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Product and project lead who ships and proves it moved a number. 10+ years across digital strategy, innovation and venture building. Hands-on AI since late 2024: LLMs, prompt engineering, workflow automation, agent pipelines (n8n, Claude Code). I build the prototypes and demos that C-level decisions get made on, and I stay honest about what AI can and cannot carry today.

Experience

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| Aug 2026 – now | Verwaltungsratspräsidentin (Board Chair)
Njamba AI AG · Baar <ul style="list-style-type: none">■ Board chair of a Swiss AI consulting and engineering company, alongside Swiss Post. |
| Jan 2026 – now | AI Project Lead, Innovation & Business Strategy
Swiss Post, Advertising · Zurich <ul style="list-style-type: none">■ Leads AI-driven business models: opportunity sizing to a prioritised roadmap with KPIs, then delivery from concept to launch.■ Cut feedback time on proposals and sales pitches by 90% with a synthetic check avatar I built.■ Cut time spent on sales by 30% through automation and AI implementation.■ Builds the mockups and prototypes used in C-level presentations, so proposals are clicked, not just described. |
| Dec 2023 – now | Founder
Pedal Peak <ul style="list-style-type: none">■ Live cycling platform, 331 routes in 12 countries, built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n). |
| Aug 2025 – Dec 2025 | In between jobs and own ventures <ul style="list-style-type: none">■ Cycling in Togo and Benin, then smedium's first clients: websites shipped, AI workflows automated, deep work on LLM tooling and prompt engineering. |
| Oct 2024 – Jul 2025 | Senior Product Manager, Lead E-Commerce
Ifolor Group · Zurich <ul style="list-style-type: none">■ Owned e-commerce ecosystem and strategy of a CHF 100M+ business, reporting to C-level.■ +9% conversion, +15% checkout step rate via research, A/B testing and analytics; led cross-functional team and external agencies. |
| Jun 2023 – Sep 2024 | Lead Project Manager
Brixel · Zurich <ul style="list-style-type: none">■ Owned partnerships with UBS and Baloise; main bridge between senior client stakeholders and the product team. |
| Mar 2020 – May 2023 | Marketing & Growth Lead, Founding Team
WePractice (Sparrow Ventures / Migros Group) <ul style="list-style-type: none">■ 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; led marketing and sales after Series B. |

Sep 2019 – Sep 2022	Growth & Venture Builder Sparrow Ventures · Zurich ■ Growth and go-to-market for several internal startups, validation to scale-up; experimentation to lift conversion and cut CAC.
Jan 2017 – Aug 2019	Intrapreneur, Innovation Die Mobiliar · Bern ■ Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy; Design-Thinking experiments steering product and marketing; coached cross-functional teams.
2005 – 2016	Commercial and product-marketing foundation Promena, Cruspi, Domaco, Kuoni, AMAG · apprenticeship at Bridgestone Switzerland ■ Trade marketing, product management and accounting: promotions end to end, brand portfolios, statistics and reporting.

Tools and methods

AI, hands-on: LLMs (Claude incl. Claude Code, ChatGPT), prompt engineering, workflow automation, agent pipelines (n8n), AI-supported content production. **Product and growth:** go-to-market, opportunity sizing, roadmaps and KPIs, A/B testing, Google Analytics incl. GA4, Magento, SEO/SEA, Design Thinking workshops. **Leadership:** C-level presentations, cross-functional teams, agency steering, budget ownership.

Education

Bachelor of Business Administration

(Betriebsökonomie) · 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

Languages

German native (Swiss German)

English fluent (C1)

French conversational (B1)

Interests

Cycling and bikepacking (Pedal Peak grew out of it), tennis, diving, photography, travel.

My application runs as a working demo, built for Serviceplan Middle East: ramona-serviceplan.pages.dev