

Ramona Furter

AI Product Lead

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Product leader with 10+ years in product, venture and growth leadership. At Swiss Post I lead AI-driven business models: opportunity sizing, prioritised AI product roadmaps with KPIs, build-vs-buy decisions, delivery from concept to launch. I build agentic AI hands-on, LLM orchestration and agent automations with Claude Code and n8n, prompt engineering daily, and run Pedal Peak, a live platform I built end to end with my own AI toolchain. Consulting-shaped client leadership: UBS and Baloise partnerships at Brixel, AI strategy and prototyping for clients of my studio smedium. Focused on agentic AI productization, responsible adoption, measurable outcomes and ROI.

Experience

AI Project Lead, Business Development · Swiss Post, Advertising

Jan 2026 until now

Zurich

- Lead AI-driven business models end to end: opportunity sizing into a prioritised product roadmap with KPIs.
- Turn AI ideas into go-to-market plans and new revenue; own build-vs-buy and cost-vs-benefit decisions.
- Deliver from concept to launch with data, technology and business stakeholders.

Founder · Pedal Peak

Dec 2023 until now

- Live cycling platform, built and run end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n agent automations).
- My working proof of agentic AI in practice: LLM orchestration, prompt engineering, AI-supported content production.

In between jobs and own ventures

Aug to Dec 2025

- Built smedium (studio for websites and AI automation) to its first paying clients; automated AI workflows.
- Went deep on AI tooling: own tools with LLMs, prompt engineering, agent automations. Cycled Togo and Benin.

Senior Product Manager, Lead E-Commerce · Ifolor Group

Oct 2024 to Jul 2025

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.

Lead Project Manager · Brixel

Jun 2023 to Sep 2024

Zurich

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

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

Mar 2020 to May 2023

- 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.

Growth & Venture Builder · Sparrow Ventures

Sep 2019 to Sep 2022

Zurich

- Built growth and go-to-market for several internal startups, from validation to scale-up.

Bern

- Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy; owned development and operation.
- Market-entry strategies and experiments (Design Thinking) that steered marketing and product decisions.

Earlier career: commercial and product-marketing foundation

2005 to 2016

FMCG product marketing at Promena, Cruspi and Domaco (idea to market launch, budgets, reporting); accounting at Kuoni and AMAG; commercial apprenticeship at Bridgestone Switzerland.

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

Commercial Employee, Federal VET Diploma · KV

Baden · 2005 to 2008

Languages

German native (Swiss German)

English fluent (C1)

French conversational (B1)

Skills

Product road mapping and AI product roadmaps with KPIs

Agentic AI and LLM orchestration (Claude Code, n8n agent automations)

Prompt engineering (daily practice since 2023)

Build-vs-buy and cost-vs-benefit decisions, ROI cases

Go-to-market strategy and productization

Stakeholder management and C-level reporting

Client workshops and consulting delivery (Brixel, smedium)

A/B testing, web analytics, Design Thinking

The interactive part of this application, a worked product call for Delphi's agentic AI portfolio: ramona-delphi.pages.dev · Planning to move to Dubai.