

Ramona Furter

PROJECT MANAGER · DIGITAL & ECOMMERCE DELIVERY

Zurich, Switzerland · Swiss citizen
Planning the move to Dubai · Available with notice
ramona.furter@icloud.com
+41 78 907 14 47
linkedin.com/in/ramona-furter
ramona-forsyth-retail.pages.dev

Project and product manager with **15+ years in marketing and product**, the last decade leading delivery across digital, eCommerce and new ventures. Owned the eCommerce ecosystem and strategy for a **CHF 100M+** consumer business, reporting to C-level, and moved it: **+9% conversion** and **+15% checkout step rate**. Strongest where this role puts the weight: **stakeholder management and communication**, the bridge between senior stakeholders and the delivery team, including partnerships with UBS and Baloise. Early career on the trade side of retail: promotion planning, assortment and pricing. Currently leading AI-driven business models at Swiss Post.

EXPERIENCE

Jan 2026 until now
Zurich

AI Project Lead, Business Development

Swiss Post · Advertising

- Leads AI-driven business models: opportunity sizing through to a prioritised roadmap with KPIs.
- Turns AI ideas into go-to-market plans and new revenue; owns build-vs-buy and cost-vs-benefit calls.
- Delivery from concept to launch, across business and technical stakeholders.

Dec 2023 until now
Own venture

Founder, Pedal Peak

Cycling platform · live product with real users

- Built and runs the product end to end: SvelteKit, Cloudflare, Strava API, n8n automations.
- Also founded smedium, a studio doing branding and websites for small businesses.

Aug 2025 to Dec 2025
Self-employed

In between jobs and own ventures

AI tooling, own products, first clients

- Built smedium to its first clients and shipped websites; automated AI workflows.
- Went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported production.
- Grew Pedal Peak (events, website, community). Cycled across Togo and Benin.

Oct 2024 to Jul 2025
Zurich

Senior Product Manager, Lead E-Commerce

Ifolor Group

- Owned the eCommerce ecosystem and strategy for a **CHF 100M+** business, reporting to C-level.
- **+9% conversion** and **+15% checkout step rate** via research, A/B testing and analytics.
- Led a cross-functional team plus external agencies; owned budget, resourcing and KPIs.

Jun 2023 to Sep 2024
Zurich

Lead Project Manager

Brixel

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

Mar 2020 to May 2023

Marketing & Growth Lead, Founding Team

WePractice · Sparrow Ventures / Migros Group

- Founding team of a health venture: **2 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 the marketing and sales team after Series B.

EXPERIENCE, CONTINUED

Sep 2019 to Sep 2022 Zurich	Growth & Venture Builder Sparrow Ventures - Built growth and go-to-market for several internal startups, from validation to scale-up. - Fast in unfamiliar business models; ran experimentation to lift conversion and cut CAC.
Jan 2017 to Aug 2019 Bern	Intrapreneur, Innovation Die Mobiliar - Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy. - Owned development and operation of the MVPs; built market-entry strategies and ran market experiments that steered marketing and product decisions. - Briefed and managed external agencies; coached cross-functional teams. - Job rotation in digital marketing from Jun 2019: SEO/SEA, campaigns, KPI tracking with web analytics.

EARLIER CAREER

Junior Trade Marketing Manager · Promena, Pratteln 2016 Own brand portfolio end to end: promotion planning, procurement steering, budgets, reporting. Negotiated directly with international brand manufacturers; built calculations and tracked the market for pricing and assortment moves.
Junior Product Manager · Cruspi, Dällikon 2014 to 2015 Consumer and trade promotions end to end for well-known distribution brands, with strategic brand management responsibility. Monthly statistics and sales reporting for management.
Assistant Product Manager · Domaco, Lengnau 2010 to 2014 Own projects from idea to market launch, including print and product approvals. Statistics, evaluations, budget and forecast inputs. Organised marketing events, trade fairs and sponsoring.
Accountant · Kuoni, AMAG 2008 to 2010 Debtor and creditor reconciliation, margin control and plausibility checks; contributed to monthly, quarterly and annual financial statements.
Commercial apprenticeship (Kauffrau E-Profil) · Bridgestone Switzerland 2005 to 2008 Federal VET Diploma. School: Wirtschaftsschule KV Baden.

EDUCATION		SKILLS	
2012 to 2015	BBA Business Administration (Betriebsökonomie) Zentrum Bildung, Baden	DELIVERY	Project and programme delivery, roadmapping, prioritisation, budget and resourcing, KPIs, agile delivery, agency management
2020 to 2021	Certified Mental Health Coach IPC Academy, Zurich	DIGITAL	eCommerce strategy and delivery, conversion optimisation, A/B testing, analytics, SEO/SEA, go-to-market
2019 to 2020	CAS Digital Marketing HWZ, Zurich	TOOLS	JIRA, Google Analytics, Google Marketing Platform, Drupal, Censhare, Adobe Creative Cloud, Design Thinking
2016 to 2017	CAS Innovation BFH, Bern		
2016	Diploma Online Marketing, incl. Google Ads		
2015	Apprentice Trainer Course (Berufsbildnerin) Zentrum Bildung, Baden	AI	Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations; own products built with LLMs
LANGUAGES			
		GERMAN	Native (Swiss German)
		ENGLISH	Fluent (C1)
		FRENCH	Conversational (B1)