

# Ramona Furter



Growth, product and AI leadership for platforms in scale-up.  
Applied at Optasia, open to the role that fits these skills best.

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**Zurich, planning the move to Dubai · Swiss citizen · available with notice.** 10+ years of product, venture and growth leadership: founding-team growth at a Migros venture, a CHF 100M+ e-commerce P&L, and AI business models at Swiss Post today. I build with AI daily and have taken products from pilot to market in unfamiliar industries repeatedly. That is the skill I would bring to Optasia's partner growth and market entries.

## Experience

### AI Project Lead, Business Development

since Jan 2026

Swiss Post, Advertising · Zurich

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

### Own ventures and sabbatical

Aug 2025 to Dec 2025

smedium, Pedal Peak · self-employed

- Built the studio smedium to first paying clients; websites shipped, AI workflows automated.
- Grew the cycling platform Pedal Peak (live product, built end to end with AI tooling); five months of travel including bikepacking through Togo and Benin.

### Senior Product Manager, Lead E-Commerce

Oct 2024 to Jul 2025

Ifolor Group · Zurich

- Owned the e-commerce ecosystem and strategy of a CHF 100M+ business, reporting to C-level.
- +9% conversion and +15% checkout completion through research, A/B testing and analytics.
- Led a cross-functional team and external agencies; owned budget, resourcing and KPIs.

### Lead Project Manager

Jun 2023 to Sep 2024

Brixel · Zurich

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

### Marketing & Growth Lead, founding team

Mar 2020 to May 2023

WePractice (Sparrow Ventures / Migros Group) · Zurich

- 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

Sep 2019 to Sep 2022

Sparrow Ventures · Zurich

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

### Intrapreneur, Innovation

Jan 2017 to Aug 2019

Die Mobiliar · Bern

- Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy; market-entry strategies and Design Thinking experiments that steered product and marketing decisions.
- Job rotation in digital marketing: SEO/SEA, campaigns, analytics-based KPI tracking.

## Earlier career

Junior Trade Marketing Manager · Promena, Pratteln

2016

Junior Product Manager · Cruspi, Dällikon	2014 to 2015
Assistant Product Manager · Domaco, Lengnau	2010 to 2014
Accountant · Kuoni, AMAG	2008 to 2010
Commercial apprenticeship (Kauffrau E-Profil) · Bridgestone Switzerland	2005 to 2008

## Education

BBA Business Administration · Zentrum Bildung, Baden · 2012 to 2015  
CAS Digital Marketing · HWZ Zurich · 2019 to 2020  
CAS Innovation · BFH Bern · 2016 to 2017  
Certified Mental Health Coach · IPC Academy Zurich · 2020 to 2021  
Diploma Online Marketing · Shaw Academy · 2016  
Federal VET Diploma, Commercial Employee · KV Baden · 2005 to 2008

## Skills

Growth and go-to-market: market entry, experimentation, funnel and conversion optimisation  
Product management: strategy, P&L ownership, A/B testing, analytics, agency steering  
AI in practice: Claude (incl. Claude Code), ChatGPT, prompt engineering, n8n automations; ships own AI-built products  
Stakeholders: C-level reporting, partnerships (UBS, Baloise), cross-functional leadership

## Languages

German native · English fluent (C1) · French conversational (B1)