

Ramona Furter

AI Product Manager

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Available with notice · remote across time zones

Product manager with **10+ years of product and growth leadership**, now leading AI initiatives at Swiss Post: AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, ideation to launch and ongoing optimization. I ship with the AI stack myself and build the prototypes decision-makers click. Measured results:

30% less time spent on sales through automation and AI implementation, **90% faster proposal feedback**, **+9% e-commerce conversion** on a CHF 100M+ business.

Skills

Product: product vision and strategy, product roadmap, product lifecycle management, KPI tracking, data-driven decision-making, experimentation and A/B testing, go-to-market. **AI/ML:** LLM tooling (Claude incl. Claude Code, ChatGPT), prompt engineering, agent automation (n8n), AI opportunity sizing, build-vs-buy decisions. **Leadership:** stakeholder management, remote and cross-functional teams, mentoring, agency steering.

Professional Experience

Jan 2026 to now

AI Project Lead, Business Development · Swiss Post, Advertising · Zurich

- Lead AI-driven business models: opportunity sizing to a prioritised roadmap with KPIs, delivery from concept to launch.
- Cut time spent on sales by **30%** through automation and AI implementation.
- Cut proposal and pitch feedback time by **90%** with a synthetic pitch-check avatar I built.
- Build the clickable mockups and prototypes used in C-level presentations.

Dec 2023 to now

Founder · Pedal Peak (own venture)

- Live cycling platform built end to end with AI tooling: SvelteKit, Cloudflare, Strava API, agent automation. **331 routes in 12 countries**.

Aug to Dec 2025

In between jobs and own ventures

- Cycling in Togo and Benin, then deep AI work: built the smedium studio (first clients, sites shipped, AI workflows automated), grew Pedal Peak, daily LLM tooling and prompt engineering.

Oct 2024 to Jul 2025

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

- Owned e-commerce 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 and external agencies; owned budget, resourcing and KPIs.

Jun 2023 to Sep 2024

Lead Project Manager · Brixel · Zurich

- Owned partnerships with financial institutions (UBS, Baloise); 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 an on-demand health marketplace: two funding rounds closed, growth 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 CAC.

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 and design-thinking experiments; coached cross-functional teams.

2005 to 2016

Commercial and product-marketing foundation

- Trade marketing, product management and accounting across FMCG and services: Promena, Cruspi, Domaco, Kuoni, AMAG. Commercial apprenticeship at Bridgestone Switzerland.

Education

2012 to 2015

BBA Business Administration · Zentrum Bildung, Baden

2020 to 2021

Certified Mental Health Coach · IPC Academy, Zurich

2019 to 2020

CAS Digital Marketing · HWZ, Zurich

2016 to 2017

CAS Innovation · BFH, Bern

2016

Diploma Online Marketing incl. Google Ads certification

Languages: German native · English fluent · French conversational.

Interests: cycling and bikepacking (founder of Pedal Peak), tennis, diving, travel, photography.

Full application with the worked AI strategy case for Yassir: ramona-yassir.pages.dev