

Ramona Furter

Forward Deployed Product Manager · Application to Fractional AI, Dubai office

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Zurich, planning the move to Dubai · available with notice · application site: ramona-forward-deployed-pm.pages.dev

Product and venture leader with **10+ years** turning ambiguous business goals into shipped products: crisp problem statements, success metrics, PRDs and evaluation criteria for engineers, and the day-to-day execution rhythm across customers, engineering and design. Customer-facing under pressure: UBS and Baloise as client partnerships, C-level ownership of a CHF 100M+ e-commerce business. Builds AI products end to end with Claude Code and agent tooling; leads AI projects in Innovation & Business Strategy at Swiss Post today.

Experience

AI Project Lead, Innovation & Business Strategy · [Swiss Post, Advertising, Zurich](#) since Jan 2026

- Leads AI-driven business models end to end: opportunity sizing into a prioritised roadmap with KPIs, build-versus-buy and cost-versus-benefit decisions, delivery from concept to launch.
- Turns AI ideas into go-to-market plans and new revenue for Switzerland's national postal group.

Founder · [Pedal Peak](#) since Dec 2023

- Built and runs a live cycling platform with real users, end to end with AI tooling: SvelteKit, Cloudflare, Strava API, n8n agent automations.

In between jobs and own ventures Aug to Dec 2025

- Went deep on applied AI: shipped smedium's first client websites and AI workflow automations, grew Pedal Peak, built own tools with LLMs and prompt engineering. Bikepacked Togo and Benin.

Senior Product Manager, Lead E-Commerce · [Ifolor Group, Zurich](#) Oct 2024 to Jul 2025

- 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 and KPIs.

Lead Project Manager · [Brixel, Zurich](#) Jun 2023 to Sep 2024

- Owned the partnerships with financial institutions (UBS, Baloise) that drove the company'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, growth to 10 locations, 23 people, 170+ customers; led marketing and sales after Series B.
- Built the full go-to-market hypothesis-and data-driven: 1000+ client matches in year one.

Growth & Venture Builder · [Sparrow Ventures, Zurich](#) Sep 2019 to Sep 2022

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

Intrapreneur, Innovation · [Die Mobiliar, Bern](#) Jan 2017 to Aug 2019

- Took market pilots from MVP to launch (Smide, Lizzy, XpertCheck): built market-entry strategies, ran Design-Thinking market experiments that steered product and marketing decisions, coached cross-functional teams and managed external agencies.

Commercial and product-marketing foundation

2005 to 2016

- FMCG product management and trade marketing at Domaco, Cruspi and Promena (own brand portfolios, promotions end to end, pricing); 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 (Kauffrau E-Profil) · Wirtschaftsschule KV Baden · 2005 to 2008

Skills and languages

Product and delivery: problem framing, PRDs and requirements, success metrics and evaluation criteria, execution rhythm (planning, check-ins, risk tracking), stakeholder management, change management and adoption, go-to-market.

AI, hands on: Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations, LLM product patterns (drafting flows, evals, human-in-the-loop).

Languages: German (native), English (fluent), French (conversational).