

Ramona Furter

Strategic Business Designer, dentsu BX · requisition R1125341

Business transformation and digital product strategy leader with 10+ years taking ambiguous business questions to a decision, and the decision to market. Currently leading AI-driven business models at Swiss Post. Builds working prototypes rather than decks.



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Experience

AI Project Lead, Innovation & Business Strategy

Since Jan 2026

Swiss Post, Advertising · Zurich

- Leads AI-driven business models end to end: **opportunity sizing through to a prioritised roadmap with KPIs**, then delivery from concept to launch.
- Turns AI capability into go-to-market plans and new revenue, including the build-versus-buy and cost-versus-benefit calls.
- Works in generative AI daily: prompt engineering, agent automation, prototypes built rather than specified.

In between jobs and own ventures

Aug to Dec 2025

Self-employed

- Built **smedium** (branding, websites and AI workflow automation for small businesses) to first clients, and grew **Pedal Peak** with events, product and community.
- Went deep on AI tooling: own tools built with LLMs, prompt engineering, AI-supported content production.

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**.
- Delivered **+9% conversion and +15% checkout step rate** through user research, A/B testing and analytics.
- Led a cross-functional team plus external agencies, and owned budget, resourcing and KPIs.

Lead Project Manager

Jun 2023 to Sep 2024

Brixel · Zurich

- Owned growth partnerships with financial institutions including **UBS and Baloise**.
- 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)

- Founding team of a health venture: **two funding rounds closed**, scaled to **10 locations, 23 people and 170+ customers**.
- Built the full go-to-market on hypotheses and data, reaching **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, from validation through to scale-up.
- Fast to become useful inside unfamiliar business models; ran experimentation to lift conversion and cut acquisition cost.

Die Mobiliar · Bern

- Took three market pilots from MVP to launch and then operated them: **Smide (now BOND Mobility), XpertCheck and Lizzy**.
- Built market-entry strategies and ran **design thinking** market experiments that steered product and marketing decisions; briefed and managed external agencies.
- Job rotation in digital marketing from Jun 2019: SEO and SEA, campaigns, creative, KPI tracking with web analytics.

Earlier career, 2005 to 2016. Junior Trade Marketing Manager at Promena (2016), Junior Product Manager at Cruspi (2014 to 2015), Assistant Product Manager at Domaco (2010 to 2014), Accountant at Kuoni and AMAG (2008 to 2010), commercial apprenticeship at Bridgestone Switzerland (2005 to 2008). Brand portfolios, promotions, pricing, reporting and budgets.

Skills

Transformation and strategy. Corporate strategy, innovation and business strategy, go-to-market, structured problem solving with issue trees, change management, commercial modelling and business cases.

Product and design. Digital product strategy, design thinking, rapid prototyping, user journey mapping, A/B testing, working with UX and engineering teams.

AI and technology. Generative AI workflows, prompt engineering, LLM-built tooling, agent automation with n8n, predictive and web analytics, SEO and SEA.

Stakeholders. C-suite reporting and persuasion, investor rounds, cross-functional leadership, agency management, data visualisation and narrative.

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.

Diploma Online Marketing including Google Ads certification, 2016.

Commercial apprenticeship (Kauffrau E-Profil). Bridgestone Switzerland, 2005 to 2008.

Also

Pedal Peak. A cycling platform built end to end with SvelteKit, Cloudflare, the Strava API and n8n. Live, with real users.

smedium. A studio doing branding, websites and AI workflows for small businesses.

Languages. German and Swiss German native, English fluent, French conversational.

Availability. Available with notice. Based in Zurich, and planning a move to Dubai.