

Ramona Furter

Digital Growth and Programs Manager · Dubai Founders HQ

Zurich, Switzerland · Swiss citizen · planning the move to Dubai · available with notice
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10+ years

product, growth and program leadership

+9% conversion

on a CHF 100M+ e-commerce business

–90% feedback time

with a self-built AI pitch check

Profile

Digital platform and growth leader with 10+ years across product management (business side), digital programs and program management. Proven in defining business requirements with cross-functional stakeholders, driving user growth and engagement linked to platform performance, and delivering complex cross-functional projects on time, within scope and within budget. Deep in CMS platforms, web architecture, digital user journeys, CRM and onboarding journeys, and user lifecycle management. Background in startups, e-commerce and innovation ecosystems; builds digital platforms end to end, AI tooling included.

Experience

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

Jan 2026 to now

- Leads AI-driven business models: opportunity sizing, prioritized roadmap with KPIs, go-to-market, delivery from concept to launch.
- Cut time spent on sales by 30% through automation and AI implementation.
- Cut feedback time on proposals and sales pitches by 90% by building a synthetic pitch-check avatar.
- Builds the clickable mockups and prototypes used in C-level presentations.

Founder · Pedal Peak

Dec 2023 to now

- Live cycling platform built end to end: 331 published routes across 12 countries, real users, automated content workflows (SvelteKit, Cloudflare, Strava API, n8n).

In between jobs and own ventures

Aug to Dec 2025

- Built smedium (websites and AI automation for small businesses) to its first clients, grew Pedal Peak, and went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production.

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 via user research, A/B testing and analytics.
- Led a cross-functional team and external agencies; owned budget, resourcing and KPIs.

Lead Project Manager · Brixel, Zurich

Jun 2023 to Sep 2024

- 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 · WePractice (Sparrow Ventures / Migros Group)

Mar 2020 to May 2023

- Founding team of a health venture: two funding rounds closed, grown 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 · Sparrow Ventures, Zurich

Sep 2019 to Sep 2022

- Built growth and go-to-market for several internal startups, validation to scale-up; experimentation to lift conversion and cut CAC.

- Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy. Market-entry strategies, Design Thinking experiments, agency briefing and management.
- Job rotation in digital marketing: SEO/SEA, campaigns, content, KPI tracking with web analytics.

Earlier career: commercial and product marketing

2005 to 2016

Junior Trade Marketing Manager, Promena (2016) · Junior Product Manager, Cruspi (2014 to 2015) · Assistant Product Manager, Domaco (2010 to 2014) · Accountant, Kuoni and AMAG (2008 to 2010) · Commercial apprenticeship, Bridgestone Switzerland (2005 to 2008).

Education

BBA Business Administration · 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 incl. Google Ads · 2016

Kauffrau E-Profil (Federal VET Diploma) · KV Baden ·
2005 to 2008

Application site with a worked DFHQ case: ramona-dfhq.pages.dev

Languages & Tools

German native · English fluent · French conversational

CMS and web: SvelteKit, Cloudflare, Drupal, Censhare

Growth: Google Analytics, SEO/SEA, A/B testing

AI: Claude (incl. Claude Code), ChatGPT, prompt
engineering, n8n automations