

Ramona Furter

Applying for **Solutions Health Manager**, Customer Solutions & Engagement · R0000384158

Project and change management leader with 10+ years across finance, e-commerce and corporate innovation. Runs critical projects, executive reporting and stakeholder cadence in matrix organizations, currently as AI Project Lead at Swiss Post. Planning to move to Dubai.



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Experience

AI Project Lead, Innovation & Business Strategy

Since Jan 2026

Swiss Post, Advertising · Zurich

- Plans and executes the projects critical to the unit's AI strategy: **opportunity sizing through to a prioritised roadmap with KPIs**, then delivery from concept to launch.
- Builds the executive communications herself: C-level proposals presented as **working, clickable prototypes** instead of slide descriptions.
- Cut time spent on sales by 30%** through automation and AI implementation; cut feedback time on proposals and pitches by 90% with a pitch-check tool she built.

In between jobs and own ventures

Aug to Dec 2025

Self-employed

- Built **smedium** (websites and AI workflow automation for small businesses) to first clients, and grew **Pedal Peak**, her live cycling platform, with events, product and community.

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

Lead Project Manager

Jun 2023 to Sep 2024

Brixel · Zurich

- Owned growth partnerships with financial institutions including **UBS and Baloise**; the 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**; led marketing and sales after Series B.
- Built the go-to-market on hypotheses and data, reaching **1000+ client matches in year one**.

Growth & Venture Builder

Sep 2019 to Sep 2022

Sparrow Ventures · Zurich

- Built growth and go-to-market for several internal startups, validation through scale-up; fast to become useful inside unfamiliar business models.

Die Mobiliar (insurance) · Bern

- Took three market pilots from MVP to launch inside a large insurer: **Smide (now BOND Mobility), XpertCheck and Lizzy.**
- Facilitated design thinking market experiments that steered product and marketing decisions; coached cross-functional teams and managed external agencies.

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

Project and change management. Critical-project execution, business planning, prioritisation, action-item follow-through, working across matrix organizations.

Executive communications. C-suite reporting and presentations, strategy documentation, facilitation and public speaking, data storytelling.

Analysis. KPI design and tracking, commercial modelling, A/B testing, web analytics, structured problem solving.

AI and tools. Generative AI workflows in daily use: prompt engineering, LLM-built tooling, agent automation with n8n.

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 she built end to end and runs live, with real users.

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

Availability. Available with notice. Based in Zurich, planning to move to Dubai. Comfortable with frequent travel.

Interests. Cycling and bikepacking, tennis, diving, photography.