

Ramona Furter

Senior Product Manager · Consumer products, e-commerce, loyalty economics

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Product leader with 15+ years across product, e-commerce and commercial roles, starting in retail and FMCG. I own consumer-facing web and mobile products end to end, from product vision and business case through launch, experimentation and the KPIs that follow. Currently AI Project Lead at Swiss Post; before that Senior Product Manager for a CHF 100M+ e-commerce business, reporting to C-level.

/ Experience

AI Project Lead, Business Development

Jan 2026 to now

Swiss Post, Advertising · Zurich

- Own AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, including build-versus-buy and cost-versus-benefit decisions.
- Cut **time spent on sales by 30%** through automation and AI implementation.
- Cut **proposal and pitch feedback time by 90%** by building a synthetic avatar that reviews a pitch before it goes out.
- Build the working prototypes used in C-level presentations.

Founder

Dec 2023 to now

Pedal Peak · cycling platform, alongside employment

- Built and run a live consumer product end to end: **331 routes across 12 countries**, real users, SvelteKit on Cloudflare with the Strava API and n8n automations.

In between jobs and own ventures

Aug 2025 to Dec 2025

Self-employed · Zurich

- Built smedium, a studio for branding and websites: first clients, sites shipped, AI workflows automated. Grew Pedal Peak and went deep on AI tooling and prompt engineering. Also cycled in Togo and Benin.

Senior Product Manager, Lead E-Commerce

Oct 2024 to Jul 2025

Ifolor Group · Zurich

- Owned the e-commerce ecosystem and strategy for a **CHF 100M+** consumer business, reporting to C-level.
- **+9% conversion** and **+15% checkout step rate** through customer research, A/B testing and analytics on Magento and GA4.
- Led a cross-functional team plus external agencies, owning budget, resourcing and KPIs across web and app.

Lead Project Manager

Jun 2023 to Sep 2024

Brixel · Zurich

- Owned client partnerships with financial institutions including **UBS and Baloise** that drove growth.
- Main bridge between senior client stakeholders and the internal product team, client-facing throughout.

Marketing & Growth Lead, Founding Team

Mar 2020 to May 2023

WePractice (Sparrow Ventures / Migros Group) · Zurich

- 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, with **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 from validation to scale-up, using experimentation to lift conversion and cut acquisition cost.

Intrapreneur, Innovation

Die Mobiliar · Bern

Jan 2017 to Aug 2019

- Took market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy. Owned development and operation of the MVPs.
- Built market-entry strategies and ran 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, ad creative, content publishing, KPI tracking in web analytics.

/ Earlier career, retail and FMCG

Junior Trade Marketing Manager · Promena, Pratteln · 2016. Own brand portfolio end to end: promotion planning, pricing calculations, budgets, negotiations with international brand manufacturers.

Junior Product Manager · Cruspi, Dällikon · 2014 to 2015. Consumer and trade promotions end to end for known distribution brands, plus monthly sales reporting.

Assistant Product Manager · Domaco, Lengnau · 2010 to 2014. Own projects from idea to market launch, statistics, budget and forecast inputs.

Accountant · Kuoni and AMAG · 2008 to 2010. Reconciliation, margin control, monthly and annual statements.

/ Skills

Product Product vision and strategy, roadmap, business case development, end-to-end product lifecycle, requirements and user stories, backlog and sprint prioritisation, release planning, Agile (Scrum and Kanban), stakeholder management, client-facing delivery.

Customer and commercial Customer journeys, CRM and customer engagement, retention and acquisition, personalisation, promotion and pricing economics, conversion optimisation, product KPIs across adoption, engagement, conversion, retention and NPS.

Data and tools A/B testing, product analytics, Google Analytics and GA4, SEO and SEA, Jira, Confluence, Figma, Miro, Magento, n8n, Claude Code, prompt engineering, Design Thinking.

/ Education

Bachelor of 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

incl. Google Ads certification · 2016

Commercial apprenticeship

Kauffrau E-Profil · Bridgestone Switzerland · 2005 to 2008

/ Languages

German native (Swiss German) · English fluent, C1 · French conversational, B1

/ Availability

Swiss citizen, planning to move to the UAE with my partner. Available with notice.

Worked case for this role, the reward-budget ledger for a GCC loyalty programme: ramona-sia.pages.dev