

Ramona Furter

Application: GTM Strategy Principal, Remote

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Go-to-market and product leader, 10+ years across venture building, e-commerce and AI-driven business development. Built go-to-market strategy from zero on a founding team (two funding rounds), owned a CHF 100M+ e-commerce business reporting to C-level, and designs sales motions, operating models and product launches end to end. Currently leads automation and AI programs at Swiss Post that cut time spent on sales by 30%. Regularly presents strategic recommendations to C-level and VP-level stakeholders.

Professional experience

AI Project Lead, Business Development

Jan 2026 – now

Swiss Post, Advertising · Zurich

- Lead AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, build-vs-buy and cost-vs-benefit decisions, 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%** with a synthetic pitch-check avatar I built.
- Build the clickable mockups and prototypes used in C-level presentations, so decisions are made on working products instead of slides.

In between jobs and own ventures

Aug 2025 – Dec 2025

smedium, Pedal Peak · on the road

- Built smedium (websites and AI automation for small businesses, first clients shipped), grew the Pedal Peak platform and community, and went deep on AI tooling: LLM workflows, prompt engineering, AI-supported production. Cycled Togo and Benin in between.

Senior Product Manager, Lead E-Commerce

Oct 2024 – Jul 2025

Ifolor Group · Zurich

- Owned the e-commerce ecosystem and strategy for a **CHF 100M+** business, reporting to C-level.
- **+9% conversion and +15% checkout step rate** through user research, A/B testing and analytics (GA4).
- Led the cross-functional team and external agencies; owned budget, resourcing and KPIs.

Lead Project Manager

Jun 2023 – Sep 2024

Brixel · Zurich

- Owned the partnerships with financial institutions (UBS, Baloise) that drove company growth; main bridge between senior client stakeholders and the internal product team.

Marketing & Growth Lead, founding team

Mar 2020 – May 2023

WePractice (Sparrow Ventures / Migros Group) · Zurich

- Founding team of a health venture: **two funding rounds** closed, growth to **10 locations, 23 people and 170+ customers**.
- Built the full go-to-market, hypothesis- and data-driven: demand generation, top-of-funnel execution and sales motions connected in one funnel, **1000+ client matches in year one**; led marketing and sales after Series B.

Growth & Venture Builder

Sep 2019 – Sep 2022

Sparrow Ventures · Zurich

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

Intrapreneur, Innovation

Die Mobiliar · Bern

- Ran market pilots from MVP to launch (Smide, XpertCheck, Lizzy): market-entry strategies, market experiments, coached cross-functional teams, briefed and managed external agencies. Digital-marketing rotation: SEO/SEA, campaigns, web analytics.

Earlier career: commercial and product marketing

2005 – 2016

Promena, Cruspi, Domaco, Kuoni, AMAG, Bridgestone (apprenticeship)

- Product management, trade marketing and accounting roles: brand portfolios owned end to end, promotions run from planning to reporting, statistics and budget inputs for management.

Ventures, built and live

Pedal Peak (2023 to now): cycling platform built end to end, 331 published routes across 12 countries, live users. SvelteKit, Cloudflare, Strava API, n8n.

smedium : studio for branding, websites and AI automation for small businesses.

Education

BBA Business Administration · Zentrum Bildung, Baden · 2012–2015

Certified Mental Health Coach · IPC Academy Zurich · 2020–2021

CAS Digital Marketing · HWZ Zurich · 2019–2020

CAS Innovation · BFH Bern · 2016–2017

Diploma Online Marketing incl. Google Ads · 2016

Commercial Employee, Federal VET Diploma · KV Baden · 2005–2008

Skills

Go-to-market: go-to-market strategy and operations, product launches, sales motions, demand generation, customer segmentation, operating models, partner and agency management.

Leadership: cross-functional teams, executive presentations, stakeholder management, budget and KPI ownership.

Automation and AI: daily hands-on LLM work (Claude incl. Claude Code, ChatGPT, prompt engineering, n8n agent automations); hands-on since late 2024.

Analytics: Google Analytics incl. GA4, A/B testing, KPI dashboards. Magento e-commerce.

Languages

German and Swiss German native · English fluent · French conversational