

Ramona Furter

Program & Project Manager · Launch, Digital and Growth

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📍 Zurich, planning to move to Dubai

Summary

Program and project manager with 10+ years taking initiatives from concept to launch across ventures, e-commerce and corporate innovation. I own end-to-end delivery across cross-functional teams, run governance and risk on several concurrent projects, and drive execution against data and metrics, budgets and schedules. I scaled a health venture from zero to ten physical locations and owned a CHF 100M+ e-commerce P&L reporting to C-level. I also build my own tooling with AI, so the mechanisms that make delivery repeatable are things I create, not just manage.

Core skills

Program & project management · End-to-end delivery · Launch & go-to-market · **Cross-functional stakeholder management** · Governance & risk mitigation · **Data & metrics, KPIs** · Budget, capital & resource planning · Schedules, milestones & status reporting · Vendor & agency management · Process standardization & continuous improvement · AI tooling & automation

Experience

AI Project Lead, Business Development

Jan 2026 to now

Swiss Post, Advertising · Zurich

- Lead AI-driven business models end to end: opportunity sizing to a prioritised roadmap with KPIs, go-to-market, then delivery from concept to launch.
- Own build-vs-buy and cost-vs-benefit decisions and turn AI ideas into new revenue lines.

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+** business, reporting to C-level.
- Lifted **conversion +9%** and **checkout step rate +15%** through user research, A/B testing and analytics.
- Led a cross-functional team and external agencies; owned budget, resourcing, KPIs and reporting.

Lead Project Manager

Jun 2023 to Sep 2024

Brixel · Zurich

- Owned partnerships with financial institutions including **UBS and Baloise** that drove growth.
- Main bridge between senior client stakeholders and the internal delivery team, managing scope, schedules and status reporting.

Marketing & Growth Lead, Founding Team

Mar 2020 to May 2023

WePractice, Sparrow Ventures / Migros Group · Zurich

- Founding team of a health venture: closed **two funding rounds** and scaled it from **zero to 10 locations, 23 people and 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

Sep 2019 to Sep 2022

Sparrow Ventures · Zurich

- Built growth and go-to-market for several internal startups, from validation to scale-up, running experiments to lift conversion and cut acquisition cost.

Intrapreneur, Innovation

Jan 2017 to Aug 2019

Die Mobilier · Bern

- Took market pilots from MVP to launch, including **Smide (now BOND Mobility)** and XpertCheck; owned build, operation and market-entry strategy.
- Ran market experiments (Design Thinking) that steered product and marketing decisions; briefed and managed external agencies.

Sabbatical & own ventures (self-employed) · Aug 2025 to Dec 2025 · Travel, then built smedium (a studio shipping client websites), grew Pedal Peak (a cycling platform I build end to end with AI tooling), and went deep on AI tooling and automation.

Earlier career · 2005 to 2016 · Junior Trade Marketing Manager (Promena), Junior Product Manager (Cruspi), Assistant Product Manager (Domaco), Accountant (Kuoni / AMAG), commercial apprenticeship (Bridgestone). Product and trade marketing, project delivery to market launch, and the accounting discipline, reconciliation, margin control and reporting, that a launch budget runs on. With the apprenticeship, the full arc is 20+ years of professional experience.

Education

CAS Digital Marketing · HWZ Zurich 2019 to 2020

CAS Innovation · BFH Bern 2016 to 2017

Certified Mental Health Coach · IPC Academy Zurich 2020 to 2021

BBA Business Administration (Betriebsökonomie) · Zentrum Bildung, Baden 2012 to 2015

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

Languages

German native

English fluent, C1

French conversational, B1

Tools

AI tooling & prompt engineering, SvelteKit and Cloudflare (Pedal Peak), Google Analytics & Marketing Platform, JIRA, SEO / SEA, Design Thinking, Adobe Creative Cloud.