

# Ramona Furter

## AI Solutions & Delivery Manager

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Swiss citizen · available with notice

Worked case for this role: ramona-imd.pages.dev

Delivery lead who ships and measures. 10+ years taking digital products from problem statement and business case to launch, adoption and the cost of keeping them running, leading cross-functional teams and external partners. Today that work is AI: I run initiatives as products, own the build-vs-buy and cost calls, and build the prototypes myself instead of only specifying them. Hands-on with generative and agentic AI since late 2024. German native, English fluent, French conversational.

|                                                                                                |                                                                                           |                                                                                                    |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <b>-90%</b><br>feedback time on proposals and pitches, via an AI reviewer I built (Swiss Post) | <b>-30%</b><br>time spent on sales, through automation and AI implementation (Swiss Post) | <b>+9% / +15%</b><br>conversion and checkout step rate on a CHF 100M+ e-commerce business (Ifolor) |
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## Experience

Jan 2026 – present

### AI Project Lead, Innovation & Business Strategy

Swiss Post, Advertising · Zurich

- Lead AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, delivery from concept to launch.
- Built an AI reviewer that checks a proposal or sales pitch before it goes out, with the human sign-off kept in place: **feedback time down 90%**.
- Automation and AI implementation across the sales process: **time spent on sales down 30%**.
- Own build-vs-buy and cost-vs-benefit calls, including what not to build and which pilots to stop.
- Build the working prototypes used in C-level presentations, so a proposal can be clicked instead of only described.

from Aug 2026

### Chair of the Board (Verwaltungsratspräsidentin), part-time mandate

Njamba AI AG · Baar ZG

- Board mandate at an IT, software engineering and AI services company; governance, not day-to-day management.

Dec 2023 – present

### Founder

Pedal Peak · Zurich (alongside employment)

- Designed, built and run a live cycling platform with real users: SvelteKit on Cloudflare Workers and KV, Strava OAuth and API integration, n8n automations, plus a published iOS app.
- End-to-end ownership of the delivery lifecycle: releases, monitoring, support, cost of the stack, and retiring features that did not earn their keep.

Oct 2024 – Jul 2025

### Senior Product Manager, Lead E-Commerce

Ifolor Group · Zurich

- Owned the e-commerce ecosystem and strategy for a CHF 100M+ business, reporting to C-level.
- **Led a cross-functional team and external agencies**, owning budget, resourcing and KPIs.
- Research, A/B testing and analytics: **+9% conversion, +15% checkout step rate**.

Aug – Dec 2025

### **In between roles and own ventures**

Self-employed · Zurich and on the road

- Went deep on AI tooling: built my own tools with LLMs, prompt engineering, AI-supported production; founded the studio smedium (first clients, sites shipped, workflows automated) and grew Pedal Peak.

Jun 2023 – Sep 2024

### **Lead Project Manager**

Brixel · Zurich

- Owned partnerships with financial institutions (UBS, Baloise) and acted as the bridge between senior client stakeholders and the internal product team.

Mar 2020 – May 2023

### **Marketing & Growth Lead, founding team**

WePractice (Sparrow Ventures / Migros Group) · Zurich

- Founding team of a health venture: two funding rounds closed, grown to 10 locations, 23 people and 170+ customers.
- **Led the marketing and sales team after the Series B.**
- Built the full go-to-market, hypothesis and data driven, with 1000+ client matches in the first year.

Sep 2019 – Sep 2022

### **Growth & Venture Builder**

Sparrow Ventures · Zurich

- Built growth and go-to-market for several internal startups, from validation to scale-up, moving fast across unfamiliar business models.

Jan 2017 – Aug 2019

### **Intrapreneur, Innovation**

Die Mobiliar · Bern

- Took market pilots from MVP to launch and ran their operation: Smide (now BOND Mobility), XpertCheck, Lizzy.
- Coached cross-functional teams, briefed and managed external agencies, and ran market experiments that steered product decisions.
- **Selected, supervised and assessed master trainees** (2017–2019).

2005 – 2016

### **Earlier career: commercial and product marketing**

Junior Trade Marketing Manager (Promena), Junior Product Manager (Cruspi), Assistant Product Manager (Domaco), Accountant (Kuoni, AMAG; first contact for all French-speaking branches), commercial apprenticeship at Bridgestone Switzerland.

## **Education**

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

**CAS Innovation**, Bern University of Applied Sciences ·  
2016–2017

**CAS Digital Marketing**, HWZ Zurich · 2019–2020  
Certified Mental Health Coach, IPC Academy Zurich ·  
2020–2021

Diploma Online Marketing incl. Google Ads · 2016  
Commercial employee, Federal VET Diploma · 2005–  
2008

## **Technology**

**AI:** generative and agentic AI in daily delivery (Claude incl. Claude Code, ChatGPT, prompt engineering, n8n agent automations), evaluation and human-in-the-loop review design, build-vs-buy and consumption cost calls.

**Delivery:** product discovery, roadmaps, success metrics, releases, monitoring and support; REST APIs and integrations, OAuth, serverless cloud (Cloudflare Workers/KV), Git, A/B testing, GA4, Magento, JIRA.

## **Languages**

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