

Ramona Furter

Zurich, Switzerland

Swiss citizen

Marketing and product leader · audience acquisition, data-driven campaigns, go-to-market

Planning the move to Dubai

Available with notice

ramona.furter@icloud.com

+41 78 907 14 47

linkedin.com/in/ramona-furter

ramona-dmgevents.pages.dev

Fifteen years in marketing and product, the last ten leading it, across the whole arc from positioning to launch to the number afterwards: multi-channel campaigns, audience acquisition, CRM and marketing automation, performance analytics, and the KPI and reporting frameworks that show which part worked.

Selected results

+9%

conversion, and +15% checkout step rate, on a CHF 100M+ e-commerce business

1000+

client matches in year one from a go-to-market built from zero

10 / 170+

locations and customers reached as part of the founding team

-30%

time spent on sales, through automation she designed and shipped

Experience

AI Project Lead, Innovation & Business Strategy

Jan 2026 to now

Swiss Post, Advertising · Zurich

- Leads AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, and turns them into go-to-market plans and new revenue with C-level as the standing audience.
- Cut time spent on sales by 30% through automation, and proposal and pitch feedback time by 90% with a synthetic pitch-check she built.

President of the Board

from Aug 2026

Njamba AI AG, Baar · alongside the Swiss Post role

Founder

Dec 2023 to now

Pedal Peak · cycling platform, and smedium · branding and websites studio

- Built and runs a live product with real users, 331 hand-picked routes across 12 countries, and owns its full funnel end to end: SEO, content, email, social, web analytics and the automation behind them.

Senior Product Manager, Lead E-Commerce

Oct 2024 to Jul 2025

Ifolor Group · Zurich

- Owned the e-commerce ecosystem and strategy for a business above CHF 100 million, reporting to C-level.
- Lifted conversion by 9% and the checkout step rate by 15% through customer research, A/B testing and analytics, optimising the customer journey step by step.
- Led a cross-functional team and external agencies, and owned budget, resourcing and KPIs.

Lead Project Manager

Jun 2023 to Sep 2024

Brixel · Zurich

- Owned the partnerships with financial institutions, UBS and Baloise among them, that drove growth, and was 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

- Built the full go-to-market for a health venture from zero, hypothesis and data driven, reaching 1000+ client matches in the first year.
- Ran acquisition across search, paid social, content, partnerships and CRM, with segmentation and lifecycle automation behind it.
- Led the marketing and sales team after the Series B; the venture grew to 10 locations, 23 people and 170+ customers, with two funding rounds closed.

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 customer acquisition cost.

Intrapreneur, Innovation

Jan 2017 to Aug 2019

Die Mobiliar · Bern

- Took market pilots from MVP to launch (Smide, now BOND Mobility; XpertCheck; Lizzy), owning development, operation and market-entry strategy, and ran the market experiments that steered marketing and product decisions.
- Job rotation in digital marketing from Jun 2019: search engine marketing keyword research and campaigns, ad creatives, content publishing and KPI tracking with web analytics.
- Briefed and managed external agencies and coached cross-functional teams.

Earlier career

Junior Trade Marketing Manager · Promena, Pratteln

2016

Own brand portfolio end to end: promotion planning, procurement steering, budgets and reporting, plus negotiations with international brand manufacturers.

Junior Product Manager · Cruspi, Dällikon

2014 to 2015

Consumer and trade promotions for well-known distribution brands, with strategic brand management responsibility; owned the employee magazine, social media channels and websites.

Assistant Product Manager · Domaco, Lengnau

2010 to 2014

Own projects from idea to market launch, and organised marketing events, trade fairs and sponsoring.

Accountant · Kuoni, AMAG

2008 to 2010

Debtor and creditor reconciliation, margin control and plausibility checks.

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, including Google Ads certification

2016

Commercial apprenticeship (Kauffrau E-Profil) · Bridgestone Switzerland

2005 to 2008

Skills

Marketing

Audience acquisition, positioning and brand strategy, multi-channel campaigns, search engine marketing and SEO, paid social, content and copywriting, partnership and media agreements, competitor research.

Data and systems

Google Analytics including GA4, A/B testing, Google Marketing Platform, Google Ads, CRM and lifecycle automation, audience segmentation, KPI and reporting frameworks, Magento, Drupal, Censhare, JIRA, n8n.

Leadership

People management and coaching, cross-functional teams, agency management, budget and resourcing, stakeholder management to C-level, project management, Design Thinking.

Languages

German

native

English

fluent, C1

French

conversational, B1

AI, hands-on

Claude including Claude Code, ChatGPT, prompt engineering and n8n agent automations, across Pedal Peak, smedium and Swiss Post prototypes since late 2024. A tool for the parts that never needed a person; the commercial calls stay with me.

Voluntary

Head of Marketing & Communication · Tennisclub Neufeld, Bern

2019 to 2020