

Ramona Furter

Growth & Marketing Manager · B2B customer acquisition, data-driven

Zurich, Switzerland (planning the move to Dubai) · Swiss citizen · available with notice
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15+ years in marketing and product, building B2B and consumer acquisition engines from zero in unfamiliar markets: lead generation, Account-Based Marketing with sales teams, paid media, content and partnerships, all run on data (CAC, conversion rates, marketing ROI, continuous testing). Founding-team growth lead of a venture that closed 2 funding rounds and reached 170+ customers; lifted conversion +9% on a CHF 100M+ e-commerce business; today an AI project lead who builds her own marketing automation with LLM agents. Bachelor of Business Administration.

Experience

AI Project Lead, Innovation & Business Strategy · **Swiss Post, Advertising, Zurich**

Jan 2026 – now

- Lead AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, go-to-market plans and new revenue; build-vs-buy and cost-vs-benefit decisions.
- 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; C-level presentations run on my clickable mockups and prototypes.

In between jobs and own ventures · **smedium · Pedal Peak**

Aug 2025 – Dec 2025

- Built smedium (branding and websites for small businesses) to first clients; grew Pedal Peak; went deep on AI tooling: own LLM tools, prompt engineering, AI-supported content production.

Senior Product Manager, Lead E-Commerce · **Ifolor Group, Zurich**

Oct 2024 – Jul 2025

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

Lead Project Manager · **Brixel, Zurich**

Jun 2023 – Sep 2024

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

Marketing & Growth Lead, Founding Team · **WePractice (Sparrow Ventures / Migros Group)**

Mar 2020 – May 2023

- Built the full go-to-market of a health venture, hypothesis- and data-driven: **1000+ client matches** in year one; grew to **10 locations, 23 people, 170+ customers**.
- Founding team through **2 funding rounds**; led the marketing and sales team after Series B.

Growth & Venture Builder · **Sparrow Ventures (Migros Group), Zurich**

Sep 2019 – Sep 2022

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

Intrapreneur, Innovation · **Die Mobiliar, Bern**

Jan 2017 – Aug 2019

- Took market pilots from MVP to launch (Smide, XpertCheck, Lizzy); built market-entry strategies and ran Design-Thinking market experiments that steered marketing and product decisions.
- Job rotation in digital marketing: SEO/SEA keyword research and campaigns, ad creatives, content publishing, KPI tracking with web analytics.

- Trade marketing, product management from idea to launch, promotions, budgets and reporting; accounting foundation (debtor/creditor, margin control).

Own ventures

- **Pedal Peak** (2023 – now): cycling platform built end to end with AI tooling (SvelteKit, Cloudflare, Strava API, n8n); live product, 331 published routes across 12 countries.
- **smedium**: studio for branding and websites for small businesses.

Education

- BBA Business Administration (Betriebsökonomie) · 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 apprenticeship (Kauffrau E-Profil) · Bridgestone Switzerland · 2005–2008

Skills & tools

- Growth: lead generation, ABM, CAC and conversion optimization, A/B testing, funnel analytics, go-to-market, sales enablement, partnerships
- Digital: SEO/SEA, Google Analytics, Google Marketing Platform, paid media
- AI and automation: Claude (incl. Claude Code), ChatGPT, prompt engineering, n8n agent automations

Languages

- German native · English fluent (C1) · French conversational (B1)

Interests: cycling and bikepacking (incl. Togo and Benin), tennis, diving, cooking, travel, photography.