

Ramona Furter

Senior Business Development Manager · Commercial Strategy · Market Sizing & Business Cases

Zurich, Switzerland · planning the move to Dubai · Swiss citizen · available with notice
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20+ years of commercial experience from accounting and FMCG trade marketing to venture building, a CHF 100M+ e-commerce P&L and AI-driven business development. I identify and quantify market opportunities, segment them, and turn them into business cases, growth strategies and dashboards that senior leadership acts on. Today I build the analysis itself with AI tooling, in days rather than quarters.

-30%	+9%	CHF 100M+	2 rounds
time on sales via AI, Swiss Post	conversion, Ifolor e-commerce	business owned, Ifolor	funding closed, WePractice

Experience

AI Project Lead, Business Development · Swiss Post, Advertising, Zurich Jan 2026 – now

- Lead AI-driven business models end to end: opportunity sizing into a 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 interactive mockups and prototypes used in C-level presentations.

In between jobs and own ventures · smedium, Pedal Peak Aug 2025 – Dec 2025

- Cycling in Togo and Benin, then focused AI work: built the smedium studio to first clients, grew the Pedal Peak cycling platform (331 published routes, 12 countries), daily LLM tooling and automation.

Senior Product Manager, Lead E-Commerce · Ifolor Group, Zurich Oct 2024 – Jul 2025

- Owned the e-commerce ecosystem and strategy of a CHF 100M+ business, reporting to C-level; owned budget, resourcing and KPIs across an internal team and external agencies.
- +9% conversion and +15% checkout step rate through 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 growth; main bridge between senior client stakeholders and the product team.

Marketing & Growth Lead, Founding Team · WePractice (Sparrow Ventures / Migros Group) Mar 2020 – May 2023

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

Growth & Venture Builder · Sparrow Ventures, Zurich Sep 2019 – Sep 2022

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

Intrapreneur, Innovation · Die Mobiliar, Bern Jan 2017 – Aug 2019

- Market pilots from MVP to launch (Smide, XpertCheck, Lizzy): market-entry strategies, market experiments that steered marketing and product decisions, agency management.

Earlier career, the commercial foundation

Junior Trade Marketing Manager · Promena, Pratteln

2016

Own-brand portfolio end to end: promotion planning, procurement steering, budgets, reporting; negotiated directly with international brand manufacturers.

Junior Product Manager · Cruspi, Dällikon

2014 – 2015

Consumer and trade promotions for well-known distribution brands; monthly statistics and sales reporting for management.

Assistant Product Manager · Domaco, Lengnau

2010 – 2014

Own projects from idea to market launch; statistics, evaluations, budget and forecast inputs; trade fairs and sponsoring.

Accountant · Kuoni, AMAG

2008 – 2010

Debtor and creditor reconciliation, error-payment handling, margin control and plausibility checks; contributed to monthly, quarterly and annual financial statements.

Commercial apprenticeship, Kauffrau E-Profil · Bridgestone Switzerland

2005 – 2008

Federal VET Diploma, Wirtschaftsschule KV Baden.

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

Shaw Academy · 2016

Languages

- German

native

- English

fluent (C1)

- French

conversational (B1)

Skills

- Commercial strategy development and strategic planning
- Market potential assessment, market sizing and segmentation
- Business case development, build-vs-buy, cost-vs-benefit, ROI
- Commercial analytics, A/B testing, KPI dashboards and reporting
- Cross-functional stakeholder management up to C-level
- Go-to-market and route-to-market planning
- AI/LLM tooling hands-on since late 2024: Claude and Claude Code, ChatGPT, n8n automations, prompt engineering
- Google Analytics, web analytics, SEO/SEA, JIRA, Adobe CC

Ventures

- Pedal Peak, founder: live cycling platform built end to end with AI tooling (SvelteKit, Cloudflare, Strava API)
- smedium, founder: branding and websites for small businesses

A worked market-potential case for Dubai, built for this application: ramona-pernodricard.pages.dev