

Ramona Furter

Venture builder and AI Project Lead. Ten years of zero-to-one, prototyping code-first with Claude Code.

Zurich, Switzerland · Swiss citizen · planning to move to Dubai · available with notice
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10+ years across venture building, product commercialisation, innovation design and facilitation: market pilots from MVP to launch, validation cycles from hypothesis to scale-up decision, and customer-facing digital products at scale. Currently AI Project Lead at Swiss Post, building business cases for AI investment. I prototype with Claude Code and agent automations daily and ship live products with them, so AI-augmented discovery and delivery is my working method, not a tool I am learning.

Experience

AI Project Lead, Innovation & Business Strategy · Swiss Post, Advertising · Zurich since Jan 2026

- Lead AI-driven business models: opportunity sizing into a prioritised use-case roadmap with KPIs.
- Build the business cases: build-vs-buy and cost-vs-benefit calls for AI investments.
- Manage delivery from concept to launch, coordinating internal teams, stakeholders and vendors.

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

- Built smedium (studio): first clients, websites shipped, AI workflows automated.
- Went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production.
- Grew Pedal Peak (events, website, community); cycled Togo and Benin by bike.

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

- Owned e-commerce ecosystem and strategy for a CHF 100M+ business, reporting to C-level.
- +9% conversion and +15% checkout step rate via user research, A/B testing and analytics.
- Led a cross-functional team plus external agencies; owned budget, resourcing and KPIs.

Lead Project Manager · Brixel · Zurich Jun 2023 to Sep 2024

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

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

Mar 2020 to May 2023

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

Growth & Venture Builder · Sparrow Ventures · Zurich Sep 2019 to Sep 2022

- Built growth and go-to-market for several internal startups, from validation to scale-up.

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

- Market pilots and proofs of concept from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy.
- Ran Design Thinking market experiments that steered marketing and product decisions; facilitated workshops, coached cross-functional teams, briefed and managed external agencies.

Earlier career, 2005 to 2016

Junior Trade Marketing Manager · Promena · 2016 · **Junior Product Manager** · Cruspi · 2014 to 2015 ·
Assistant Product Manager · Domaco · 2010 to 2014 · **Accountant** · Kuoni, AMAG · 2008 to 2010 ·
Commercial apprenticeship · Bridgestone Switzerland · 2005 to 2008

Own ventures

- Live cycling platform with real users, designed and built end to end (SvelteKit, Cloudflare, Strava API, n8n) with Claude Code.

Education

BBA Business Administration · 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 incl. Google Ads · 2016

Commercial Employee, Federal VET Diploma · KV Baden · 2005 to 2008

Core skills

Venture validation and zero-to-one · prototyping (code-first with Claude Code) · human-centred discovery and facilitation · product commercialisation · business cases and commercial modelling · experimentation and A/B testing · stakeholder influence without formal authority · agile cross-functional delivery

Languages

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

AI and tools

Claude and Claude Code, ChatGPT, prompt engineering, n8n agent automations; Google Analytics, JIRA, Adobe Creative Cloud, Design Thinking.

The full application, including a worked validation sprint with a functioning prototype, is at ramona-innovation-venture-designer.pages.dev.