

Ramona Furter

AI Strategy & Operations · application for PwC Middle East, CTAIO Strategy Office, Dubai (req 12960)

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Profile

Project and product lead, **10+ years** of turning strategy decisions into delivered, measured outcomes: strategy development, business case development, executive reporting, governance and stakeholder coordination across cross-functional teams. Currently AI Project Lead at Swiss Post, where AI opportunities become prioritised roadmaps with KPIs and shipped products. Hands-on AI work daily since late 2024; I know when to use it and where the human judgment stays.

Experience

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

- Lead AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, go-to-market, delivery from concept to launch.
- Cut time spent on sales by **30%** through automation and AI implementation; cut feedback time on proposals and pitches by **90%** with a synthetic pitch check I built.
- Build the clickable mockups and prototypes that C-level presentations run on; own build-versus-buy and cost-versus-benefit calls.

Board President (Verwaltungsratspräsidentin) · Njamba AI AG · Baar from Aug 2026

- Board mandate alongside Swiss Post at an IT, software and AI services company.

Founder · Pedal Peak Dec 2023 to now

- Live cycling platform built end to end with AI tooling: **331 routes across 12 countries**, real users, real operations.

In between jobs and own ventures Aug 2025 to Dec 2025

- Built smedium (branding and websites, first clients shipped), grew Pedal Peak, went deep on AI tooling and prompt engineering. Bikepacked Togo and Benin.

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 research, A/B testing and analytics.
- Led a cross-functional team and external agencies; owned budget, resourcing and KPIs.

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

- Owned the 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 marketing and sales 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; experimentation to lift conversion and cut CAC.

- Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy; market-entry strategies and Design Thinking experiments.
- Coached cross-functional teams; briefed and managed external agencies; job rotation in digital marketing (SEO/SEA, analytics).

Earlier career

Junior Trade Marketing Manager · Promena, Pratteln · 2016 · own brand portfolio end to end, budgets and reporting.

Junior Product Manager · Cruspi, Dällikon · 2014 to 2015 · consumer and trade promotions for distribution brands.

Assistant Product Manager · Domaco, Lengnau · 2010 to 2014 · projects from idea to market launch.

Accountant · Kuoni, AMAG · 2008 to 2010 · reconciliation, margin control, financial statements.

Education

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

CAS Innovation · BFH Bern · 2016 to 2017

CAS Digital Marketing · HWZ Zurich · 2019 to 2020

Certified Mental Health Coach · IPC Academy Zurich
· 2020 to 2021

Diploma Online Marketing incl. Google Ads · 2016

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

Skills

Project management · strategy development · business case development · executive reporting · governance and stakeholder coordination · transformation roadmaps · KPI tracking and dashboards · go-to-market · A/B testing and web analytics (GA4) · e-commerce (Magento) · AI and digital transformation: LLM tooling hands-on (Claude incl. Claude Code, ChatGPT, prompt engineering, n8n agent automation)

Languages

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

Interests

Cycling and bikepacking (Pedal Peak is the proof), tennis, diving, cooking, travel, photography.

Application site with a worked case for this role: ramona-pwc.pages.dev