

Marketing and e-commerce leader · consumer acquisition, full-funnel growth, AI adoption

Zurich, Switzerland · Swiss citizen · planning to move to Dubai · available with notice

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PROFILE

Marketing and product leader with **15+ years** across **consumer acquisition, eCommerce and go-to-market**, from FMCG product marketing to owning a **CHF 100M+ e-commerce business**. Currently AI Project Lead at Swiss Post, where **driving the adoption of AI and automation** is the day job: automation cut time spent on sales by 30%, and an AI review loop I built cut proposal feedback time by 90%. Led marketing and sales teams in venture and corporate settings. Data driven: **Google Analytics (GA4), A/B testing**; performance marketing grounding in **Google Ads, SEO/SEA** and web analytics.

EXPERIENCE

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

Jan 2026 – now

- Lead AI-driven business models for the advertising market: opportunity sizing to a prioritised roadmap with KPIs.
- Drove adoption of AI and automation across sales and proposal workflows: **cut time spent on sales by 30%**.
- Built a synthetic pitch-check avatar that **cut proposal feedback time by 90%**.
- Build the working prototypes used in C-level presentations; own build-vs-buy and cost-vs-benefit decisions.

In between jobs and own ventures

Aug 2025 – Dec 2025

- Built smedium (websites and AI workflows for small businesses, first clients shipped), grew Pedal Peak, went deep on AI tooling: own tools with LLMs, prompt engineering, AI-supported content production. Cycling in Togo and Benin.

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

Oct 2024 – Jul 2025

- Owned the e-commerce ecosystem and strategy of a **CHF 100M+** consumer business, reporting to C-level.
- **+9% conversion, +15% checkout step rate** through research, A/B testing and analytics (Google Analytics / GA4).
- Led a cross-functional team and external agencies; owned budget, resourcing and KPIs.

Lead Project Manager · Brixel · Zurich

Jun 2023 – Sep 2024

- Owned partnerships with financial institutions (UBS, Baloise) that drove agency growth; bridge between senior client stakeholders and the 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**.
- Led the marketing and sales team after Series B; grew to **10 locations, 23 people, 170+ customers**; two funding rounds closed.

Growth & Venture Builder · Sparrow Ventures · Zurich

Sep 2019 – Sep 2022

- Built growth and go-to-market for several internal startups; experimentation to lift conversion and cut acquisition cost.

Intrapreneur, Innovation · Die Mobiliar · Bern

Jan 2017 – Aug 2019

- Took market pilots from MVP to launch (Smide, XpertCheck, Lizzy); briefed and managed external agencies.
- Digital marketing rotation: SEO/SEA keyword research and campaigns, ad creatives, KPI tracking with web analytics.
- Selected, supervised and assessed master trainees.

Earlier career: FMCG product marketing and finance

2005 – 2016

- Junior Trade Marketing Manager, Promena (2016): own-brand portfolio end to end, promotions, budgets, negotiations with international brand manufacturers.
- Junior Product Manager, Cruspi (2014–2015) and Assistant Product Manager, Domaco (2010–2014): consumer and trade promotions, launches from idea to market.
- Accountant, Kuoni and AMAG (2008–2010); commercial apprenticeship, Bridgestone Switzerland (2005–2008).

VENTURES

Pedal Peak (2023 to now): founder of a live cycling platform built end to end with AI tooling; 331 hand-picked routes across 12 countries.

smedium: studio for branding, websites and AI automation for small businesses.

EDUCATION

BBA Business Administration · Zentrum Bildung, Baden · 2012–2015

CAS Digital Marketing · HWZ Zurich · 2019–2020

CAS Innovation · BFH Bern · 2016–2017

Diploma Online Marketing incl. Google Ads · 2016

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

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

SKILLS

Performance marketing: Google Ads, SEO/SEA, campaign and budget ownership

Analytics: Google Analytics incl. GA4, A/B testing, KPI reporting

AI and automation: LLM tooling, prompt engineering, n8n workflows

CRM acquisition, go-to-market, agency steering, Excel and PowerPoint

LANGUAGES

German (native) · English (fluent) · French (conversational)

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