

# Ramona Furter

AI Business Transformation Coach · Application for Henkel, Dubai (req86039)

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AI Project Lead with 10+ years in product, venture and growth leadership. I work hands-on with Generative AI and Large Language Models daily: I lead AI business models at Swiss Post, build AI agents and automations with low-code tooling myself, and coach as a certified coach. My track record is measurable commercial value: conversion, funnel and adoption numbers, not slideware.

## Core skills

**Generative AI & LLMs:** Claude, ChatGPT, Microsoft Copilot, Gemini

**AI agents & automations:** agent workflows, n8n, low-code integration, prompt engineering

**Coaching & workshops:** certified coach, team coaching, trainee development

**Business:** stakeholder management, process improvement, go-to-market, KPI and adoption measurement, governance

## Experience

**AI Project Lead, Business Development · Swiss Post, Zurich** Jan 2026 until now

- Lead AI-driven business models end to end: opportunity assessment, prioritised roadmap with KPIs, build-versus-buy decisions, delivery from concept to launch.
- Turn Generative AI ideas into go-to-market plans and new revenue for a large enterprise organisation.

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

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

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

- Owned partnerships with UBS and Baloise as the bridge between senior client stakeholders and the internal product team.

**Marketing & Growth Lead, Founding Team · WePractice (Migros Group)** Mar 2020 to May 2023

- Founding team of a health venture: two funding rounds, growth to 10 locations, 23 people, 170+ customers; 1000+ client matches in year one from a hypothesis-driven go-to-market.

**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 acquisition cost.

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

- Took market pilots from MVP to launch (Smide, XpertCheck, Lizzy); coached cross-functional teams, ran market experiments, and selected, trained and assessed master trainees.

**Earlier career · FMCG product marketing and finance** 2005 to 2016

- Trade and product marketing at Promena, Cruspi and Domaco; accounting at Kuoni and AMAG; commercial apprenticeship at Bridgestone. 20+ years of working life in total.

**Founder · Pedal Peak (own venture, live)** 2023 until now

- Cycling platform built end to end with AI tooling (Claude-based agents, SvelteKit, Cloudflare, n8n automations, Strava API). Real users, real operations: my hands-on lab for AI agents and workflow automation.

## Education & certifications

**Certified Mental Health Coach** · IPC Academy Zurich · 2021

**CAS Digital Marketing** · HWZ Zurich · 2020

**CAS Innovation** · BFH Bern · 2017

**Apprentice Trainer Course** · Zentrum Bildung Baden · 2015

**BBA Business Administration** · Zentrum Bildung Baden · 2015

## Languages

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

Interests: cycling and bikepacking (I run a cycling platform), tennis, diving, travel.