

Ramona Furter.

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Zurich, Switzerland · Swiss citizen

Planning to move to Dubai

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Founder, smedium · AI Project Lead, Swiss Post

Founder of smedium, a Zurich studio delivering websites, newsletters and AI automation to small businesses, and creator of Klickstart, an AI course that takes women entrepreneurs to their first paid invoice. 15+ years across marketing, product and venture building, including a founding-team role that closed two funding rounds and an e-commerce P&L of CHF 100M+. I build with AI daily and know exactly where its limits are: client conversations, commercial trade-offs and decisions about people stay with me.

/ Experience

Founder

2025 to now

smedium · Zurich · websites, newsletters and AI automation for small businesses

- Built the studio and its AI production system solo: commissioned client site in build (deinmentalcoach.ch), the monthly **salesmaX newsletter** since June 2026, and the studio's own site smedium.ch with live analytics.
- Launched **Klickstart**, an AI course for women entrepreneurs, selling in Switzerland and Germany. Its promise: from AI curiosity to the first paid invoice, with no income promises and no invented testimonials.
- Pricing that undercuts agencies without undercutting quality: fixed-price sites from CHF 1'290, care subscription from CHF 290 a month, sites live in 2 to 4 weeks.

AI Project Lead, Business Development

Jan 2026 to now

Swiss Post, Advertising · Zurich

- Own AI-driven business models from opportunity sizing to a prioritised roadmap with KPIs, including build-versus-buy and cost-versus-benefit decisions.
- Cut **time spent on sales by 30%** through automation and AI implementation; cut **proposal feedback time by 90%** with a synthetic pitch-review avatar I built.
- Build the working prototypes used in C-level presentations.

Founder

Dec 2023 to now

Pedal Peak · cycling platform, alongside employment

- Built and run a live consumer product end to end: **331 routes across 12 countries**, real users, SvelteKit on Cloudflare with the Strava API and n8n automations.

In between jobs and own ventures

Aug 2025 to Dec 2025

Self-employed · Zurich

- Founded smedium: first paying clients, sites shipped, AI workflows automated. Grew Pedal Peak and went deep on AI tooling and prompt engineering. Also cycled in Togo and Benin.

Senior Product Manager, Lead E-Commerce

Oct 2024 to Jul 2025

Ifolor Group · Zurich

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

Lead Project Manager

Jun 2023 to Sep 2024

Brixel · Zurich

- Owned client partnerships with financial institutions including **UBS and Baloise** that drove growth; main bridge between senior client stakeholders and the product team.

Marketing & Growth Lead, Founding Team

Mar 2020 to May 2023

WePractice (Sparrow Ventures / Migros Group) · Zurich

- Founding team of a health venture: **two funding rounds closed**; grew to 10 locations, 23 people and 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

Sep 2019 to Sep 2022

Sparrow Ventures · Zurich

- 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

Jan 2017 to Aug 2019

Die Mobiliar · Bern

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

/ Earlier career

Junior Trade Marketing Manager · Promena · 2016 · own brand portfolio end to end

Junior Product Manager · Cruspi · 2014 to 2015 · consumer and trade promotions, brand management

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

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

/ Education

BBA Business Administration

Zentrum Bildung, Baden · 2012 to 2015

CAS Digital Marketing

HWZ, Zurich · 2019 to 2020

Diploma Online Marketing incl. Google Ads

Shaw Academy · 2016

Certified Mental Health Coach

IPC Academy, Zurich · 2020 to 2021

CAS Innovation

BFH, Bern · 2016 to 2017

Commercial Diploma (Kauffrau E-Profil)

Wirtschaftsschule KV Baden · 2005 to 2008

/ Skills and tools

Building with AI · Claude and Claude Code (multi-agent production), ChatGPT, Gemini, prompt engineering, n8n automations, own LLM tools. Hands-on AI work since late 2024; the AI product title since January 2026.

Product and growth · go-to-market, experimentation and A/B testing, web analytics (GA4), SEO/SEA, e-commerce, pricing, investor and C-level communication.

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

/ Availability

Available with notice. Planning to move to Dubai with my partner; the decision is made.