

Ramona Furter

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Zurich, Switzerland · Swiss citizen

Available with notice

Product and growth lead for two-sided platforms. Founding team of a marketplace that made 1,000+ matches in its first year, now leading AI projects in Innovation & Business Strategy at Swiss Post.

10+ years of product, venture and growth leadership. I have built and grown a two-sided surface as founding team, balanced supply and demand hands-on, and let metrics rather than opinion drive the roadmap. I ship fast, work async by default across remote teams, and use AI tools daily to compress research, drafting and synthesis. Applying for **Product Manager, Marketplace at Supabase**; I have used Supabase myself for my own side project.

Experience

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

Jan 2026 to now

Zurich · current role

- Leads AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, build-vs-buy calls, delivery from concept to launch.
- **Cut time spent on sales by 30%** through automation and AI implementation.
- **Cut proposal and pitch feedback time by 90%** with a synthetic pitch-check avatar I built.
- Builds the clickable prototypes C-level decides on, instead of slide-only proposals.

In between jobs and own ventures

Aug 2025 to Dec 2025

- Bikepacking in Togo and Benin, then first clients for smedium (websites, AI workflow automation), growth for Pedal Peak, and deep daily AI tooling: own LLM tools, prompt engineering, AI-supported content production.

Senior Product Manager, Lead E-Commerce · Ifolor Group

Oct 2024 to Jul 2025

Zurich

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

Lead Project Manager · Brixel

Jun 2023 to Sep 2024

Zurich

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

Marketing & Growth Lead, Founding Team · WePractice

Mar 2020 to May 2023

Sparrow Ventures / Migros Group · Zurich · two-sided health platform matching practitioners and clients

- Built the full go-to-market of a two-sided marketplace, hypothesis-and-data driven: **1,000+ client matches in year one**, balancing practitioner supply against client demand.
- **2 funding rounds closed** as founding team; grew to 10 locations, 23 people, 170+ customers across a distributed team.
- Led the marketing and sales team after Series B.

Growth & Venture Builder · Sparrow Ventures

Sep 2019 to Sep 2022

Zurich

- Built growth and go-to-market for several internal startups, validation to scale-up; experimentation to lift conversion and cut CAC in unfamiliar business models.

Bern

- Market pilots from MVP to launch: Smide (now BOND Mobility), XpertCheck, Lizzy. Owned MVP development and operation, market-entry strategies and Design Thinking experiments.

Commercial and product-marketing foundation

2005 to 2016

- Junior Trade Marketing Manager, Promena · Junior Product Manager, Cruspi · Assistant Product Manager, Domaco · Accountant, Kuoni and AMAG · Commercial apprenticeship, Bridgestone Switzerland.

Own products

- **Pedal Peak** (2023 to now): live cycling platform, 331 hand-ridden routes across 12 countries, built end to end by me on SvelteKit, Cloudflare, the Strava API and n8n.
- **smedium**: studio for small-business branding, websites and AI automation. Ran my own side project on Supabase (voice-to-notes).

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

Skills

- Product strategy and roadmaps, marketplace supply and demand metrics
- Go-to-market, growth experimentation, A/B testing, GA4
- AI tooling daily: Claude and Claude Code, ChatGPT, prompt engineering, n8n
- Hands-on building: SvelteKit, Cloudflare, APIs; Magento, JIRA
- Async, remote-first collaboration; decisions in writing

Languages

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

Application site with the worked marketplace case: ramona-product-manager-marketplace.pages.dev