

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

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Growth product manager with 10+ years in product, e-commerce and venture building. Owns funnel conversion end to end: research, structured A/B testing programs, Google Analytics, roadmaps, PRDs and delivery with cross-functional engineering and design teams. Lifted conversion +9% and checkout step rate +15% on a CHF 100M+ e-commerce business. Leads AI-driven automation at Swiss Post. Bank and insurer partnership experience with UBS, Baloise and Die Mobiliar.

Experience

Jan 2026 to now

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

- Leads AI-driven business models: opportunity sizing, prioritised roadmap with KPIs, 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 avatar I built.
- Builds the mockups and prototypes used in C-level presentations.

Aug to Dec 2025

In between jobs and own ventures

- Built smedium (branding and website studio): first clients, shipped sites, AI workflow automation.
- Grew Pedal Peak, my live cycling platform (SvelteKit, Cloudflare, Strava API, n8n); deep AI tooling work. Cycled Togo and Benin.

Oct 2024 to Jul 2025

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

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

Jun 2023 to Sep 2024

Lead Project Manager · Brixel · Zurich

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

Mar 2020 to May 2023

Marketing & Growth Lead, Founding Team · WePractice (Sparrow Ventures / Migros Group)

- 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.

Sep 2019 to Sep 2022

Growth & Venture Builder · Sparrow Ventures · Zurich

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

Jan 2017 to Aug 2019

Intrapreneur, Innovation · Die Mobiliar · Bern

- Market pilots from MVP to launch inside a Swiss insurer: Smide, XpertCheck, Lizzy; Design-Thinking market experiments steering product and marketing decisions.
- Job rotation in digital marketing: SEO/SEA campaigns, ad creatives, KPI tracking with web analytics.

2005 to 2016

Commercial and product-marketing foundation

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

Education

2012 to 2015 · BBA Business Administration, Zentrum Bildung Baden

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

2019 to 2020 · CAS Digital Marketing, HWZ Zurich

2016 to 2017 · CAS Innovation, BFH Bern

2016 · Diploma Online Marketing incl. Google Ads

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

Skills & Tools

Funnel conversion, CRO, structured A/B testing, RICE prioritisation

Google Analytics, Google Marketing Platform, SEO/SEA, KPI dashboards

Roadmaps, PRDs, user stories, backlog, sprint delivery, QA coordination

Wireframes, user flows, clickable prototypes

AI/LLM daily practice: Claude incl. Claude Code, ChatGPT, prompt engineering, n8n automations

Languages

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