

Delivery lead who ships and measures. 10+ years taking digital products from problem statement and business case to launch, adoption and the cost of keeping them running, leading cross-functional teams and external partners. Today that work is AI: I run initiatives as products, own the build-vs-buy and cost calls, and build the prototypes myself instead of only specifying them. Hands-on with generative and agentic AI since late 2024. German native, English fluent, French conversational.

-90% feedback time on proposals and pitches, via an AI reviewer I built (Swiss Post)	-30% time spent on sales, through automation and AI implementation (Swiss Post)	+9% / +15% conversion and checkout step rate on a CHF 100M+ e-commerce business (Ifolor)
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Experience

Jan 2026 – present

AI Project Lead, Innovation & Business Strategy

Swiss Post, Advertising · Zurich

- Lead AI-driven business models end to end: opportunity sizing, prioritised roadmap with KPIs, delivery from concept to launch.
- Built an AI reviewer that checks a proposal or sales pitch before it goes out, with the human sign-off kept in place: **feedback time down 90%**.
- Automation and AI implementation across the sales process: **time spent on sales down 30%**.
- Own build-vs-buy and cost-vs-benefit calls, including what not to build and which pilots to stop.
- Build the working prototypes used in C-level presentations, so a proposal can be clicked instead of only described.

from Aug 2026

Chair of the Board (Verwaltungsratspräsidentin), part-time mandate

Njamba AI AG · Baar ZG

- Board mandate at an IT, software engineering and AI services company; governance, not day-to-day management.

Dec 2023 – present

Founder

Pedal Peak · Zurich (alongside employment)

- Designed, built and run a live cycling platform with real users: SvelteKit on Cloudflare Workers and KV, Strava OAuth and API integration, n8n automations, plus a published iOS app.
- End-to-end ownership of the delivery lifecycle: releases, monitoring, support, cost of the stack, and retiring features that did not earn their keep.

Oct 2024 – Jul 2025

Senior Product Manager, Lead E-Commerce

Ifolor Group · Zurich

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

Aug – Dec 2025	In between roles and own ventures Self-employed · Zurich and on the road Went deep on AI tooling: built my own tools with LLMs, prompt engineering, AI-supported production; founded the studio smedium (first clients, sites shipped, workflows automated) and grew Pedal Peak.
Jun 2023 – Sep 2024	Lead Project Manager Brixel · Zurich Owned partnerships with financial institutions (UBS, Baloise) and acted as the bridge between senior client stakeholders and the internal product team.
Mar 2020 – May 2023	Marketing & Growth Lead, founding team WePractice (Sparrow Ventures / Migros Group) · Zurich - Founding team of a health venture: two funding rounds closed, grown to 10 locations, 23 people and 170+ customers. Led the marketing and sales team after the Series B. - Built the full go-to-market, hypothesis and data driven, with 1000+ client matches in the first year.
Sep 2019 – Sep 2022	Growth & Venture Builder Sparrow Ventures · Zurich Built growth and go-to-market for several internal startups, from validation to scale-up, moving fast across unfamiliar business models.
Jan 2017 – Aug 2019	Intrapreneur, Innovation Die Mobiliar · Bern - Took market pilots from MVP to launch and ran their operation: Smide (now BOND Mobility), XpertCheck, Lizzy. - Coached cross-functional teams, briefed and managed external agencies, and ran market experiments that steered product decisions. Selected, supervised and assessed master trainees (2017–2019).
2005 – 2016	Earlier career: commercial and product marketing Junior Trade Marketing Manager (Promena), Junior Product Manager (Cruspi), Assistant Product Manager (Domaco), Accountant (Kuoni, AMAG; first contact for all French-speaking branches), commercial apprenticeship at Bridgestone Switzerland.

Education

BBA Business Administration (Betriebsökonomie),
Zentrum Bildung, Baden · 2012–2015
CAS Innovation, Bern University of Applied Sciences ·
2016–2017
CAS Digital Marketing, HWZ Zurich · 2019–2020
Certified Mental Health Coach, IPC Academy Zurich ·
2020–2021
Diploma Online Marketing incl. Google Ads · 2016
Commercial employee, Federal VET Diploma · 2005–
2008

Technology

AI: generative and agentic AI in daily delivery (Claude incl. Claude Code, ChatGPT, prompt engineering, n8n agent automations), evaluation and human-in-the-loop review design, build-vs-buy and consumption cost calls.
Delivery: product discovery, roadmaps, success metrics, releases, monitoring and support; REST APIs and integrations, OAuth, serverless cloud (Cloudflare Workers/KV), Git, A/B testing, GA4, Magento, JIRA.

Languages

German and Swiss German: native · English: fluent (C1)
· French: conversational (B1)