

Stephen M. Schrage

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EXPERIENCE

Jun. 2017 – Apr. 2026

ADOBE SYSTEMS INCORPORATED

Emeryville, CA ; Remote

----- *SALES OPERATIONS ANALYST, SALES OPERATIONS MANAGER – Digital Experience Cloud*-----

- Built data models in Microsoft PowerBI allowing for cross-system visualizations, automated sales reports - visualizing revenue recognition, win rates, stage conversion and seller performance against targets
- Re-designed and drove adoption of new target-setting protocol for 300+ employees by defining sales territories, adapting Salesforce structure and reporting, systemizing end-to-end tracking system of record from forecast to revenue recognition
- Represented sales operations for massive QTC integration project, including: forecast design, user stories, User Testing
- Coordinated with IT and Finance (FP&A) to define reporting used in PowerBI dashboards and net revenue reporting
- Redefined relationship between Salesforce and finance reporting allowing for sales-team defined owners & unique mapping
- Named as: Project Starlight (inter-organizational) Business Change Manager for Microsoft Dynamics by VP & GM

Jan. 2016 - Jun. 2017 (IAC) THE PRINCETON REVIEW / TUTOR.COM / MATCH GROUP

New York, NY

----- *DIRECTOR, INSTITUTIONAL SALES OPERATIONS* -----

- Oversaw institutional field operations for 60+ sites, 100+ employees and 2000+ products with yearly revenue \$16M+
- Managed two remote BDRs, collaborating with executive leadership for lead generation and scoring
- Developed sales effectiveness dashboards, reports and meetings including pipeline forecasting and KPI management
- Specified back-end development for Salesforce and proprietary tools increasing efficiency and removing redundancies
- Developed production reports and estimated revenue projection analysis of monthly online student sessions data
- Lead long-term roadmapping & development of financial systems overhaul including Salesforce integration with CMS
- Process improvement: Within first 3 months, removed 3 steps and 40+ redundant inputs in contract processing protocol
- Collaborate regularly with C-Level officers, Legal, Finance & Accounting, Sales/Marketing, Development & Product teams
- Developed revenue recognition calculator for multiple products, calculating online access, materials, and course delivery
- Manage internal support ticket system (Salesforce) and developed dashboards to discover common ticket issues

Nov. 2010 - Jan. 2016 (IAC) TUTOR.COM

New York, NY

----- *NATIONAL ACCOUNT MANAGER, IMPLEMENTATION & CLIENT SERVICES [K12, Higher Ed]*-----[July 2013]

- Managed portfolio of over 121 Higher Ed, K12 and Library clients worth over \$1 million in renewal business
- Secured 92% of renewal contracts for customer growth of 138% utilizing multi-tiered support approach
- Responded to RFQ & RFPs from school districts, higher education & federal institutions
- Developed and customized reports for clients with data queried from SQL server to demonstrate usage
- Led backend support ticket system (WebHelpDesk) for more efficient response times and data collection

----- *MARKETING AND OUTREACH SPECIALIST [Military Programs]*

[December 2011]

- Developed and delivered outreach campaigns for large clients (Dept. of Defense, Yellow Ribbon Reintegration Program)
- Developed and maintained web pages in CMS that were both client and end-user facing.

----- *SALES & MARKETING TEAM ASSISTANT / OFFICE MANAGER*

[November 2010]

- Presented in high-level market strategy meetings and engineered branding and advertising campaign, “Certified Awesome”
- Managed logistical support for remote employees for tradeshow, presentations, conferences and on-site visits
- Conceptualized leads, contacts and accounts in the CRM Salesforce, making company-wide use more efficient

Jul. 2009 - Oct. 2010

FREE THE CHILDREN

Toronto, Canada

----- *MOTIVATIONAL TOUR SPEAKER & LEADERSHIP FACILITATOR*

- Developed & delivered over 110 comprehensive multimedia presentations to audiences of upwards of 700 people, including students, teachers, parents, administrators, corporate executives and business professionals
- Facilitated leadership workshops and volunteer projects for youth including week-long Leadership Academy

EDUCATION

UNIVERSITY OF MICHIGAN – College of Literature, Science and Art

Ann Arbor, MI

- *Bachelor of Arts in Political Science and Italian, Vincenti Study Abroad Scholarship Recipient*

UNIVERSITÀ DEGLI STUDI DI PADOVA Facoltà delle Scienze Politiche

Padua, Italy

ADDITIONAL SKILLS, EXPERIENCE, VIEWPOINTS

- Advanced Power BI, Excel, Tableau, SQL queries, Camtasia, Google Office, Adobe Creative Suite
- Proficient in Italian: reading writing, conversation
- **Prioritizes trust** by respecting schedules, understanding asks, making reasonable requests and delivering on time
- Coached grade and high school basketball, forensics
- Worked for plastic injection molding company/developed barcode inventory system.
- Two-Time Ad Cloud BU “Making It Rain” Award Winner
- Proud dad to Billy, Artie and Brooks