

STEPHEN M. SCHRAGE

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REVENUE OPERATIONS • FORECASTING • GTM TRANSFORMATION

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EXECUTIVE PROFILE

Revenue Operations leader with 15+ years spanning enterprise software, digital advertising, and education technology. Built a Sales Operations function and directly managed a small team before leading Salesforce, Clari, and Power BI transformations at Adobe. Combines hands-on forecasting architecture, cross-functional execution, renewal intelligence, executive advisory, and change management to build scalable revenue operations.

CORE EXPERTISE

Revenue forecasting & scenario modeling • Salesforce & Clari • Power BI & SQL • Sales Operations function building • CPQ / quote-to-cash • Pipeline governance • CRM adoption • Renewal analytics • People management • Executive partnership

PROFESSIONAL EXPERIENCE

ADOBE — Sales Operations Manager, Digital Experience | Nov 2021–Apr 2026

- Led forecasting operations for 200+ Product Specialists and approximately 100 Renewal Specialists; managed team members while sustaining execution through frequent leadership transitions.
- Adapted account-centric Clari workflows for product-line forecasting and drove adoption through executive alignment, user training, and recurring forecast-completion checks.
- Rebuilt renewal forecasting using Power BI and proprietary data, highlighting at-risk customers earlier to support management intervention and retention reviews.
- Partnered with IT, Finance, and sales leadership on forecasting, reporting, territory/target processes, and cross-functional business change.

ADOBE — Sales Operations Manager, Advertising Cloud (Advanced Individual Contributor) | Jan 2020–Oct 2021

- Served as a trusted forecasting adviser to senior revenue executives, leading forecast discussions, challenging assumptions, and incorporating frontline commercial intelligence.
- Built Power BI forecast-accuracy analytics benchmarking weekly projections against quarter-end results by week in quarter; leaders used insights to challenge pipeline hygiene and revenue risk.
- Strengthened accountability through historical comparison of manager forecast commitments against actual performance and scenario-based reporting.

ADOBE — Sales Operations Analyst, Advertising Cloud | Jun 2017–Dec 2019

- Architected and delivered a Salesforce / Power BI revenue forecasting transformation in approximately three months, supporting a global organization of roughly 160 Client Partners.
- Designed a historically informed forecasting methodology with managerial opportunity classifications, automated stage-based overrides, and worst-case, most-likely, and best-case revenue scenarios.
- Replaced individual managers' Excel forecasting workbooks with adaptable Salesforce workflows and dashboards; internal usage reports ranked the dashboards among the company's most used.
- Redesigned Salesforce processes and reporting to accommodate Advertising Cloud's revenue model during integration into Adobe, collaborating across business, systems, and Finance teams.

THE PRINCETON REVIEW / TUTOR.COM / MATCH GROUP — Director, Institutional Sales Operations | Jan 2016–Jun 2017

- Established the initial Sales Operations function and built a three-person team, including two direct reports; directly managed outbound sales representatives during part of the role.

- Created a forecasting methodology spanning two Salesforce environments and advanced a shared CPQ system to streamline commercial workflows.
- Oversaw institutional field operations across 60+ sites, 100+ employees, 2,000+ products, and more than \$16M in annual revenue.
- Reduced contract processing by three steps and 40+ redundant inputs within three months; developed sales effectiveness reporting and revenue recognition analysis.

TUTOR.COM — National Account Manager, Implementation & Client Services; Earlier Roles | Nov 2010–Jan 2016

- Managed 121+ education and library accounts with over \$1M in renewal business; prior resume reports 92% contract renewals and 138% customer growth.
- Developed SQL-based customer reporting, institutional outreach, and CRM improvements; supported RFPs and government / education programs.

FREE THE CHILDREN — Motivational Tour Speaker & Leadership Facilitator | Jul 2009–Oct 2010

- Delivered 110+ presentations and facilitated leadership programs for education, nonprofit, and corporate audiences.

EDUCATION & RECOGNITION

University of Michigan — B.A., Political Science and Italian | Study abroad: Università degli Studi di Padova

Two-time Adobe Advertising Cloud “Making It Rain” Award recipient