Brandon Metcalfe

VP of Sales at 7th Level · Huntington Beach, CA

Building B2B sales beyond founder-led selling.

Selected results

7th Level

VP of Team Sales · May 2026 - present

$14K to $50K

Average B2B contract value after moving to longer team engagements, tighter qualification and formal pricing.

New-logo contract value per 30 days rose from $167K to $235K with the existing lead flow and team.

I coordinate sales, client experience and coaching across roughly 60 accounts. Coaches own client relationships, renewals and expansion.

ShipHawk

Enterprise Account Director · 2022 - 2023
Fractional / advisory

210% of personal quota and more than 400% revenue growth in the assigned vertical. Helped launch warehouse management SaaS and opened opportunities through NetSuite.

Resolute Tax Services

Founder & CEO · 2008 - 2018

Built the company to approximately $10M in revenue, owning sales, operations, hiring and the service model.

How I work

I build a sales process the team can run: clear discovery, consistent stages and weekly deal reviews.

I connect coaching to the deals people are working and give each account a named owner.

I review the forecast against what buyers have actually done.

Operating experience

At Workplace AI / SOAR AI, I ran go-to-market, partnerships and product priorities as GM and Head of Revenue before joining 7th Level through the acquihire.

At AuctionIQ, I built the first repeatable sales process beyond founder-led selling.

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