Brandon Metcalfe

Sales and Revenue Leadership

Enterprise SaaS | AI | B2B Growth

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Sales and revenue leader with 25 years across enterprise technology, SaaS and AI. Builds sales processes and teams for founder-led businesses, with experience running a company and carrying an enterprise quota. Recent work at 7th Level increased contract value and cash collection while reducing client cancellations.

Core expertise

Go-to-market strategy | Sales leadership and coaching | Enterprise sales | Pricing | Strategic partnerships | Pipeline management and forecasting | Account expansion and retention

Professional experience

7th Level, Inc. May 2026 - Present

VP of Team Sales

Joined 7th Level through an acquihire from Workplace AI. Lead B2B commercial strategy and account growth, coordinating sales, client experience and coaching across roughly 60 client accounts.

- Raised average B2B contract value from $14K to $50K by shifting to longer team engagements, tightening qualification and formalizing pricing.
- Increased new-logo contract value per 30 days from $167K to $235K and new-business cash collection from $87K to $130K, using the existing lead flow and team.
- Reduced monthly cancellations from 8.5 to 4.7. All 26 clients signed under the new model since May 15 remained active at the September 2026 review.
- Put coaches in charge of account relationships, renewals and expansion. One existing account grew from $4,695 to $7,497 in monthly revenue through its coaching relationship.
- Led deal strategy for B2B wins including a $115K engagement paid in full and a $120K annual agreement covering two client businesses.
- Rebuilt the coaching curriculum and migrated the client book from Lightspeed to Disco to support consistent delivery across accounts.

Workplace AI / SOAR AI Mar 2025 - May 2026

General Manager, Head of Revenue | Previously Sales Director

- Ran day-to-day operations for an AI sales coaching business, with responsibility for go-to-market strategy, partnerships and product priorities.
- Built the commercial foundation for the 7th Level partnership and helped bring the 7Q.ai sales enablement platform to market.
- Established pipeline stages, deal reviews and a six-month rolling forecast tied to customer activation and paid conversion. Hired across engineering, sales support and operations.

Professional experience continued

Sales and Revenue Consulting 2023 - 2025

Fractional Head of Sales / Revenue Advisor

- Built sales motions and outbound systems for marketplace and entertainment startups. Self-sourced approximately 95% of business; client engagements generated more than $3M in annual revenue.
- Designed sales roles, compensation plans and hiring sequences for founder-led businesses, with staffing tied to revenue production.

AuctionIQ 2023 - 2024

Head of Sales, GTM (fractional and advisory)

- Built the first repeatable sales process, moving the business beyond founder-led selling. Established discovery, deal stages and pipeline reviews in Salesforce.
- Closed enterprise business with 8x8 and Guidewire while developing a partner program to create additional pipeline.

ShipHawk 2022 - 2023

Enterprise Account Director (fractional and advisory)

- Achieved 210% of quota and grew assigned vertical revenue by more than 400%.
- Helped launch a warehouse management SaaS product and developed enterprise opportunities through the NetSuite ecosystem.

Thomson Reuters 2021 - 2022

Enterprise Account Executive

- Managed enterprise accounts including Nike, Costco and Microsoft; closed agreements averaging approximately $140K in annual contract value across a five-state territory.

Avalara 2020 - 2022

Senior Account Executive

- Achieved 115% of quota after ramp and generated more than $4M in pipeline within six months. Built referral relationships with ERP partners.

SambaSafety 2018 - 2020

Senior Account Executive

- Built approximately $3M in recurring-revenue pipeline and supported onboarding and training for new sales hires.

Resolute Tax Services 2008 - 2018

Founder and CEO

- Built a tax consulting business to approximately $10M in revenue. Led sales, operations and hiring; developed the service model and client acquisition strategy.

Earlier experience

Enterprise Sales Director, JK Harris & Associates (2006 - 2008) | Account Executive, Cisco (2003 - 2006) | Channel Account Manager, Intel (2001 - 2003)

Education and professional development

Weber State University | Advanced MEDDPICC, MEDDIC Academy | AI & Automation Strategies for GTM Leaders, Pavilion | Sandler Sales Training

Systems

Salesforce | HubSpot | Close CRM | NetSuite ecosystem | Microsoft Dynamics | AI sales coaching and conversation intelligence