

JOSHUA BALDRIDGE

Sales Leader | Builder | Cloud, Networking & Security

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SUMMARY

Sales leader who builds mid-market segments from zero: ICP, territory design, comp structure, partner channel, and the team to run it. 15 years across Cloud Infrastructure, Networking, Security, and Telecom. Currently leading Alkira's founding mid-market GTM motion with \$5.2M pipeline generated and 4x coverage in year one. Former SDR Manager of the Year at Tanium. Marine Corps Intelligence Analyst and OIF combat veteran.

EXPERIENCE

Sales Director, Mid-Market

Alkira · Dallas, TX Nov 2024 – Present

FY26 Founding year. Built segment GTM from zero on top of existing Enterprise motion. Defined ICP, territory structure, sales process, and comp framework. Hired and developed founding 3-AE team with LATAM expansion. Logo-only quota, 100% seller participation.

FY27 First NACV-quota year, in progress. \$1.2M segment target. \$5.2M total pipeline generated to date, \$2M+ in mid-to-late stage. 4 logos closed. 4x pipeline coverage.

- Built partner-sourced channel motion across NA and LATAM. Embedded MEDDPIC as stage-gating mechanism in Salesforce, tying qualification criteria to pipeline progression and forecast categories.
- Designed and deployed AI-driven sales workflows across the funnel: automated territory prioritization, technical enablement tooling, and per-deal intelligence systems integrated with CRM and call recording platforms.

Inside Sales Manager, Public Sector

Tanium · Dallas, TX Sept 2022 – Oct 2024

- SDR Manager of the Year, FY24. Built and led Public Sector SDR team of 8, generating \$50M in qualified pipeline.
- Identified a gap in the government sales motion, pitched leadership on a dedicated Government AE role, and promoted BDRs from the team into it.
- Partnered with regional sales directors and field marketing on cross-functional demand generation across key accounts.

AT&T National Business

AT&T · Dallas, TX & Denver, CO June 2015 – Sept 2022

Progressive sales career across small business, federal, enterprise, and mid-market segments. Sold complex mobility and wireline solutions to B2B customers, led training and development of new field sellers, and was selected to launch a pilot program for a new Mid-Market division.

ROLES HELD

- Sales Manager, Mid-Market Mobility (Manufacturing & Transportation) · 2022
- Sales Manager, B2B Development Program · 2021–2022
- Technical Sales Consultant II, Mobility (Enterprise) · 2020–2021
- Sales Executive, Federal Acquisition · 2019–2020
- Client Solutions Executive, Small Business · 2017–2019
- Account Executive, Business in Retail · 2015–2017

RECOGNITION

- 2022 Q1 MVP: selected to lead pilot program for Mid-Market Manufacturing & Transportation division.
- National Business Champion: August 2020 and March 2021.
- Rocky Mountains Business Champion: Q4 2019.

KEY ACHIEVEMENTS

\$5.2M Pipeline, Year One

Built Alkira's mid-market pipeline from zero. 108 opportunities sourced, \$2M+ in mid-to-late stage, 4x coverage against \$1.2M NACV target.

SDR Manager of the Year

Tanium FY24. Built Public Sector BDR team of 8. Created the Government AE role and promoted BDRs into it.

100% Seller Participation

Every founding AE hit logo targets in Alkira's inaugural mid-market quota year (FY26).

AI Sales Workflow Pioneer

Designed AI systems across the full sales funnel: territory prioritization, technical enablement, and per-deal intelligence integrated with CRM.

TOOLS & STACK

Salesforce, Outreach, ZoomInfo, LinkedIn Sales Navigator, Clari, 6sense, Fathom

CERTIFICATIONS & TRAINING

Alkira NaaS Sales Specialty
MEDDPIC Certification
Manager Accelerator Program
Top Secret / SCI Clearance (previous)

MILITARY SERVICE

Sergeant · Intelligence Analyst

United States Marine Corps

OIF Combat Veteran · June 2006 – June 2012

- Directed multi-source intelligence fusion and precision-targeting operations for battalion-level commanders.
- Integrated HUMINT, SIGINT, and GEOINT to deliver time-sensitive target packages.
- Navy & Marine Corps Achievement Medal.

