Curriculum Vitae

Aline Lanzrath

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Research Profile

I am a researcher in strategic marketing and management with a focus on sustainability in Business-to-Business (B2B) markets. My work examines how firms leverage marketing, sales, pricing, and digital technologies to create economic value while advancing social and environmental objectives.

Teaching Interests

- Sales management, strategic marketing, B2B marketing, pricing, and sustainability and digital transformation in sales.
- I place particular emphasis on connecting academic concepts with practical examples, case studies, and insights from business practice.

Education and Academic Positions

07/2026 – Present	**Jun.-Professor of Sales Management (Tenure Track)** Ruhr University Bochum, Sales Management Department
06/2023 – 06/2026	**Habilitation Candidate** Business School, University of Mannheim, Germany *Current research focus: Sustainability and Digital Transformation in Sales, Pricing, and Innovation*
09/2024 – 12/2024	**Visiting Assistant Professor** Mays Business School, Texas A&M University (Faculty sponsor: Prof. Dr. Eli Jones)
07/2019 – 04/2023	**Doctoral Student and Research Assistant** Chair of B2B Marketing, Sales & Pricing, University of Mannheim, Germany

	Doctoral Thesis: Talent and Diversity Management in Sales, summa cum laude (Prof. Dr. Dr. h.c. mult. Christian Homburg, Prof. Dr. Florian Kraus)
09/2016 – 07/2019	**Master of Science in Psychology** University of Mannheim, Germany *GPA: 1.0 (Top 3%)* *Semester abroad: ISCTE-IUL Lisboa, Business School*
09/2012 – 08/2015	**Bachelor of Science in Psychology** University of Mannheim, Germany *GPA: 1.2 (Top 3%)* *Minor: Marketing and Management*
08/2004 – 08/2012	**Secondary School (Double Degree)** *Higher Education Entrance, GPA: 1.1 (Top 5%)* *Baccalauréat Général, Mention: très bien (Top 3%)*

Industry Experience

06/2023 – Present	**Senior Strategy Consultant | CEO and Enterprise Strategy | Contractor** Accenture
06/2021 – 06/2023	**Strategy Analyst | CEO and Enterprise Strategy | Part-Time** Accenture
07/2019 – 05/2021	**Strategy Consultant | Marketing and Sales in Healthcare | Contractor** Homburg & Partner (now part of Accenture)
03/2019 – 03/2024	**Psychometrician and Content Specialist | Contractor** Aivy (HR Start-up Award 2019)
09/2015 – 09/2018	**Multiple Internships and Working Student Roles** Daimler, eTherapist, Sigma (Germany); Instinct and Reason (Australia)

Awards & Honors

2026	**Best in Track Paper Award** (New Product Development, Innovation, and Technology)**,** American Marketing Association Summer Academic Conference, Denver
2025	**Future Marketing Leader** Handelsblatt und Absatzwirtschaft, Düsseldorf

2025	**Julie Bassermann Award for Civic Contributions** City of Mannheim, Mannheim
2024	**Sales SIG Best Doctoral Dissertation Award** American Marketing Association, Boston
2023	**Award for Outstanding Doctoral Dissertation** Südwestmetallverband, Stuttgart
2023	**Outstanding Dissertation Award in the Field of Direct Sales** Bundesverband für Direktvertrieb, Berlin
2023	**Award for Outstanding Scientific Contribution** Stiftung Marketing, Mannheim
2023	**Research Excellence Award** Karin-Islinger-Stiftung, Mannheim
2023	**Sales SIG Doctoral Dissertation Proposal Award, Runner-Up** American Marketing Association, Nashville
2023	**7th Annual Young Scholar Research Competition Award, Finalist** American Marketing Association, Nashville

External Research Funding and Grants

2024 – 2025	**Postdoctoral Excellence Foundation** Individual Research Grant. Project: Fostering Bottom-up Innovation.
2021 – 2025	**Institute for Market-Oriented Management (IMU)** Acquisition and Stewardship of New Partner Companies to fund Research at the Chairs of Prof. C. Homburg and Prof. S. Kuester.
2021 – 2025	**Accenture PhD-Initiative** Co-Initiator and Academic Lead
2023 – 2025	**BI Norwegian Business School** Funding for teaching and supervision of incoming exchange students
2019 – 2025	**Travel Allowances (Women Go Abroad, IDEUM, Julius-Paul-Stiegler)** Multiple Travel Allowances for Research Stays and Conferences

Mentorship and Service

2022 – Present	**American Marketing Association Doctoral Special Interest Group**

	Writer of Blog Posts for JMR Scholarly Insights
2023 – Present	**Journal of Personal Selling and Sales Management** Reviewer
2025 – Present	**Industrial Marketing Management** Reviewer
2022 – Present	**University of Mannheim** Day-to-Day Academic Advisor and Mentor of 5 PhD students

Teaching Experience

2020 – Present	**University of Mannheim** • Price and Product Management • Fundamentals of Marketing • Marketing for Minors • Consumer Behavior • Marketing Management • Supervision of PhD, Master and Bachelor Theses
2023 – 2024	**University of Lucerne** B2B Marketing and Sales Management
2021 – 2022	**Cooperative State University (DHBW), Mannheim** Marketing and Sales Management

Publications (Peer-Reviewed)

1. Junker, S., Lanzrath, A., & Homburg, C. (2026). Implementing pricing authority delegation in business-to-business sales: Performance consequences and boundary conditions. Journal of Personal Selling & Sales Management, 1–20. https://doi.org/10.1080/08853134.2026.2735249.

2. Huang, G., Lanzrath, A. I., & Homburg, C. (2026). When sustainability sells: Fostering buyer-perceived value in business-to-business markets. Industrial Marketing Management, 137, 17–30. https://doi.org/10.1016/j.indmarman.2026.07.002.

3. Mettler, J., Lanzrath, A., & Homburg, C. (2026). EXPRESS: Extended Reality in Business-to-Business Sales: Performance Implications, Adoption Drivers, and Contingency Effects. *Journal of Marketing* **(FT50),** online first.

4. Huang, G., Lanzrath, A. I., & Homburg, C. (2026). When do high prices sell better for sustainable products in business-to-business markets? The role of price–sustainability fit. *Industrial Marketing Management,* 134, 172–185. https://doi.org/10.1016/j.indmarman.2026.02.012.

5. Holz, F., Lanzrath, A. I., & Homburg, C. (2026). Navigating public procurement: strategic sales and pricing approaches in business-to-government markets. *Journal of Personal Selling & Sales Management,* 1–19. https://doi.org/10.1080/08853134.2026.2632074

6. Lanzrath, A., Homburg, C., & Ruhnau, R. (2025). Women's underrepresentation in business-to-business sales: Reasons, contingencies, and solutions. *Journal of the Academy of Marketing Science* **(FT50),** 53, 533–562. https://doi.org/10.1007/s11747-023-00988-6

7. Lanzrath, A., Homburg, C., & Ruhnau, R. (2024). Increasing graduates' interest in B2B sales: How to dispel lay beliefs, fight stigma, and create a profession of choice. *Journal of Personal Selling & Sales Management,* 44(3), 274–292. https://doi.org/10.1080/08853134.2023.2289701

8. Lanzrath, A. (2024). Der Tochtereffekt: Beeinflusst das Aufziehen von Töchtern geschlechtsbezogene Einstellungen von Vätern am Arbeitsplatz? *Junior Management Science,* 9(4), 1859–1900. https://doi.org/10.5282/jums/v9i4pp1859-1900

Publications in Practitioner-Oriented Journals

1. Lanzrath, A. (2026). Marketing verbindet, wo Algorithmen enden. *Absatzwirtschaft*.

2. Lanzrath, A., Homburg, C., & Ruhnau, R. (2026). Why B2B Sales Is Still Struggling to Attract Women—And What We Can Do About It. *AMS Sparks (Academy of Marketing Science).*

3. Lanzrath, A., Homburg, C., & Ruhnau, R. (2024). Wege aus dem Fachkräftemangel: Wie der Vertrieb attraktiver für den Nachwuchs wird. *WirtschaftsWoche.*

4. Ruhnau, R., Lanzrath, A., & Homburg, C. (2024). So geht es Frauen im Vertrieb. *Sales Excellence.*

Refereed Conference Proceedings and Presentations (selected)

1. Lanzrath, A. (2026). Gender Diversity in Sales. Sales Productivity Conference. Thessaloniki, Greece.

2. Schröder, A., Lanzrath, A., & Homburg, C. (2026). Turning Transparency into Competitive Advantage: Digital Product Passports as Strategic Marketing Instruments. European Marketing Academy Annual Conference (EMAC), Bath, UK.

3. Weber N., Homburg, C., & Lanzrath, A. (2026). Technology-Enabled Collaboration Between Sales & R&D. American Marketing Association Summer Academic Conference. Denver, USA.

4. Lanzrath, A., Jones, E., & Hartmann, N. (2025). Bottom-up B2B sales. European Marketing Academy Annual Conference (EMAC), Madrid, Spain.

5. Huang, G., Lanzrath, A., & Homburg, C. (2024). Do higher prices sell better? The role of price–sustainability fit in selling sustainable products to B2B customers. American Marketing Association Summer Academic Conference, Boston, USA.

6. Lanzrath, A. (2023). Talent and Diversity Management in Sales, HICE, Honolulu, USA.

7. Lanzrath, A., Homburg, C., & Ruhnau, R. (2022). Winning the war for sales talent. American Marketing Association Winter Academic Conference, Las Vegas, USA.

8. Lanzrath, A., & Ruhnau, R. (2022). Fighting the stigma of sales: How to create a profession of choice. European Marketing Academy Annual Conference (EMAC), Budapest, Hungary

Contributions to Textbooks

1. Homburg, C. (Ed.). Marketingmanagement: Strategie – Instrumente – Umsetzung – Unternehmensführung (7th Edition.). Role: Contributing author. Contributions: Chapters on B2B marketing theory, market research in the context of machine learning, and sales management.

2. Homburg, C. (Ed.). Marketing Management – Übungsbuch (2nd Edition).
Role: Contributing author. Contributions: Development of exercises and cases aligned with updates in the textbook and recent developments in marketing and sales.

Invited Research Talks (selected)

2025	**Copenhagen Business School, Copenhagen, Denmark** Invited Research Talk on Diversity Management in Sales
2024	**Texas A&M University, Mays Business School, College Station, USA.** Invited Research Talk on Bottom-up B2B Sales

Invited Practitioner Talks (selected)

2025	**Arpedio, Good Morning Sales Series** Invited Practitioner Panel Talk on Gender Diversity in Sales
2025	**Direct Selling Association** Invited Practitioner Talk on Talent and Diversity Management in Sales
2025	**Accenture Advisory Board** Invited Talk on Future of Data and Artificial Intelligence
2023	**Siemens Advanta** Invited Practitioner Talk on Talent Development for Women
2023	**Bosch Siemens Hausgeräte (BSH)** Invited Practitioner Talk on Women in B2B Sales

Additional Information

Languages: German (native), French (fluent, Baccalauréat), English (fluent), Latin (Latinum)

Interests: Marathon running, Tennis, Travelling

Volunteer Work: Social interaction leader supporting refugees' integration into society (Caritas)