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André Tomano

Affiliations
Maastricht University
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Department of Finance

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Research Interests
Marketing-Finance Interface, Marketing Strategy, Marketing Excellence, Analyst and Investor Relationships

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Academic Education

PhD Candidate in Marketing-Finance (2022 – present)
Maastricht University – SBE, Netherlands

M.Sc. in International Business: Track Marketing-Finance (2011 – 2012)
Maastricht University – SBE, Netherlands

Exchange Semester (Erasmus) (2009 – 2010)
University of Groningen, Netherlands

B.A. in Business and Economics (2007 – 2011)
Friedrich-Alexander University, Erlangen-Nuremberg, Germany

Research Community Service

Co-Director Marketing-Finance Exchange Center of Excellence (MFX COE)

Finance PhD Representative at the GSBE PhD Committee

Member of the Marketing & Supply-Chain Management Department PhD Social Committee

Teaching

Teaching Assistant for Maastricht University – SBE, Netherlands (2022 - present)
- Academic Skills and Competences, Pre-Masters
- Entrepreneurial Finance, M.Sc.
- Sustainable Financial Management and Policy, B.Sc.
- Shareholder Value & Market-Based Assets, M.Sc.

Supervision

Master Thesis Supervision for Maastricht University – SBE, Netherlands (2022/2023)
- 2 Students

Master Thesis Supervision for Maastricht University – SBE, Netherlands (2023/2024)
- 6 Students

Master Thesis Supervision for Maastricht University – SBE, Netherlands (2024/2025)
- 4 Students

Academic References

Joost M.E. Pennings (Supervisor)
- Professor in Finance
- Professor of Marketing
- Department of Finance
- Maastricht University – SBE, Netherlands

Niels Holtrop (Co-Supervisor)
- Assistant Professor of Marketing
- Department of Marketing and Supply Chain Management
- Maastricht University – SBE, Netherlands

Thomas Post (Co-Supervisor)
- Associate Professor in Finance
- Department of Finance
- Maastricht University – SBE, Netherlands

Current Working Paper

Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance:

Key financial stakeholders — namely analysts and investors — play a pivotal role in evaluating the increasingly important intangible asset base that drive firm value. This study investigates a market-based asset (MBA), namely Analyst & Investor Relationships (AIR), which captures the quality of the relationship a firm maintains with its analyst and investor base. Using an unbalanced panel of 1,159 U.S. firms from 2015 to 2020, we employ a comprehensive survey-based measurement to assess AIR quality, and demonstrate that this MBA contributes positively to firm value, as measured by Tobin's q. Furthermore, drawing on resource-based theory (RBT), the study explores marketing capabilities (MC) as a critical antecedent of AIR. The findings indicate that firms with higher MC exhibit stronger AIR. Additionally, the study examines how the communication of MC in quarterly earnings calls further enhances the value of AIR. This suggests that a firm's ability to effectively "market its shares" to analysts and institutional investors not only strengthens relationship quality but also amplifies its positive impact on firm value. By demonstrating the positive impact of MC on the quality of a firm's financial relationships, this study contributes to the marketing–finance interface literature by providing deeper insights into the underlying mechanisms through which MC contributes to firm value.

Academic Conference Presentations

1. **Tomano, A.,** Holtrop, N., Pennings, JME., Post, T. (2024), "Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance", Groningen Invitational Research Camp 2024, 25-26 April, The Market Hotel, Groningen, Netherlands
2. **Tomano, A.,** Holtrop, N., Pennings, JME., Post, T. (2024), "Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance", 8th Marketing Strategy Meets Wall Street Conference, 22-24 May, 2024, Maternushaus, Cologne, Germany.
3. **Tomano, A.,** Holtrop, N., Pennings, JME., Post, T. (2024), "Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance", EMAC 2024 Doctoral Colloquium, 26-28 May, 2024, Bucharest University of Economic Studies, Bucharest, Rumania.
4. **Tomano, A.,** Holtrop, N., Pennings, JME., Post, T. (2024), "Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance", 53rd EMAC 2024 Annual Conference, 29-31 May, 2024, Bucharest University of Economic Studies, Bucharest, Romania.
5. **Tomano, A.,** Holtrop, N., Pennings, JME., Post, T. (2024), "Market Your Share! Marketing Capabilities, Investor Relations and Firm Performance", 46th ISMS Marketing Science Conference, 27-29 June, International Convention Centre, Darling Harbour, Sydney, Australia.

Industry Employment

Senior Coverage Specialist – Institutional (2017 – 2022)
DWS Group, Frankfurt, Germany

- Management (i.e. first point of contact) of existing institutional client relationships in Corporate Germany, including tasks such as: strategic & tactical asset allocation advisory, structuring of pension funding, providing liquidity solutions for corporate treasury, organisation of client review meetings
- New client acquisition via Private, Wealth & Commercial Clients and Corporate & Investment Banking from Deutsche Bank AG, including tasks such as answering RFPs, participating in pitches / beauty contests, conducting market / client research
- Regular presentation of institutional coverage and current market trends in asset management on internal or external events (such as: semi-annual Maastricht University Guest Lecture, DB Marketplace, DWS Graduate Introduction, UM Frankfurt Banking Tour)
- Responsible for talent pipeline and new joiners for institutional coverage Germany

Senior RFP Writer (2014 – 2017)
DWS Group, Frankfurt, Germany

- RFP Specialist and Back-up Pipeline Manager for the EMEA & Asia-Pac Business Development Team
- Pipeline Management, i.e. assignment, coordination, and review of all incoming RFPs speaking to the Active, Passive, and Alternative Asset Classes, totalling around 800 requests which were assigned to a team of 15 people, located in 3 cities on 2 continents
- Completion of RFIs/RFPs/DDQs for the Active, Passive and Alternative Asset Classes
- On-site training of new joiners as well as training via video calls / telephone
- Content review and structural optimisation of RFP database

Consultant for Financial & Accounting Advisory Services (2014)
EY, Frankfurt, Germany

- Conducted & executed various projects for commercial banks and asset managers (i.e. ISAE 3402 audit, AQR, Section 44 BaFIN audit)

Regional Sales Management Trainee (2013 – 2014)
ALDI GmbH & Co. KG, Roth, Germany

RFP Writer & Sales Support Intern (2012 – 2013)
DWS Group, Frankfurt, Germany

Professional Education

Certified European Financial Analyst (CEFA) (2021)
Deutsche Vereinigung für Finanzanalyse und Asset Management (DVFA), Frankfurt, Germany

Certified International Investment Analyst (CIIA) (2022)
Deutsche Vereinigung für Finanzanalyse und Asset Management (DVFA), Frankfurt, Germany

Professional Associations

Member of DVFA Germany, Frankfurt, Germany (2021 – present)

Community Service

Founding member & coach of a calisthenics sports group (2017 – present)
The Social Workout Crew (IG: sowot.ffm), Frankfurt, Germany

- Hosting of training sessions twice a week with an average of 50 to 100 participants
- Creating local brand awareness via social media
- Collaborations with Adidas Runners and VIDAR Sport
- Organisation of events / get-togethers

Languages

German (native); English (fluent); Spanish (conversant); Dutch (conversant)