Oscar SAND

Professor of Management Practice
Département: Marketing
ESSEC Business School
3 avenue Bernard Hirsch
95021 Cergy-Pontoise
France

Email: B00825151@essec.edu

FORMATION

1995 Bachelor, Histoire, Université chinoise de Hong Kong, Chine

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2024 - Présent Professor of Management Practice, ESSEC Business School, France

Autres affiliations académiques

2025 - 2027 Directrice Académique du Master Luxe, ESSEC Business School, France

Autres expériences professionnelles

2019 - 2024 CEO, l'Atelier Peony Consulting, France

2011 - 2015 Senior Marketing Director Asia, Hugo Boss, Chine

2005 - 2010 PR & Communications Director Asia, Giorgio Armani Limited, Chine

1995 - 2005 General Manager, Octagon, Chine

PUBLICATIONS

Conférences

SAND, O. (2025). Marketing Global Summit 2025 - The future of marketing key trends and priorities. Dans: TEHA Global Summit. Milan.

Etudes de cas publiées

SAND, O. (2025). Luxury Fatigue: Why Firms Need a Fresh Marketing Perspective. ESSEC Business School.

Presse

SAND, O. 2025. *Can anyone replicate Hermès's success?* Août.

SAND, O. 2025. *Hermès, Vuitton, Chanel... Sur TikTok, les géants du luxe cibles d'une campagne de désinformation venue de Chine*. Avril.

ENSEIGNEMENT

2024 Luxury Brand Management, ESSEC Business School, France

2023	Luxury Marketing Strategy, Rennes School of Business, France
2023	Customer Experience Management, Rennes School of Business, France
2023	The Art of Storytelling, Lyon Catholic University, France
2022	Luxury Marketing, HEC Lausanne, Suisse
2022	High-End Brand Management, Emlyon Business School, France
2022	Retail and Distribution in Luxury, Emlyon Business School, France
2022	Five Senses Brand Management, Emlyon Business School, France

ACTIVITES PROFESSIONNELLES

Autres activités professionnelles

2019 - Présent Organising Committee, Annecy Professional Women Networking , France