

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 - 2026 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