

# Oscar SAND

Professor of Management Practice

Département: Marketing

ESSEC Business School

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France

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## FORMATION

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

## EXPERIENCE PROFESSIONNELLE

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### Positions académiques principales

2024 - Présent Professor of Management Practice, 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

## ENSEIGNEMENT

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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

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### Autres activités professionnelles

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