

# Oscar SAND

Professor of Management Practice  
Department: Marketing  
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## EDUCATION

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1995 Bachelor, History & Business, The Chinese University of Hong Kong, China

## EMPLOYMENT

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### Full-time academic positions

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

### Other professional experiences

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

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

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

1995 - 2005 General Manager, Octagon, China

## TEACHING EXPERIENCE

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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

## PROFESSIONAL ACTIVITIES

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### Other professional activities

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