

Oscar SAND

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

Email: B00825151@essec.edu

EDUCATION

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

EMPLOYMENT

Full-time academic positions

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

Other affiliations and appointments

2025 - 2026 Academic Director of Master in Luxury Management, 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

PUBLICATIONS

Conferences

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

Published Cases

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

Press

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

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

TEACHING EXPERIENCE

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

Other professional activities

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