Oscar SAND

Professor of Management Practice
Department: Marketing
ESSEC Business School
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95021 Cergy-Pontoise
France

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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 - 2027 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