

Oscar SAND

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Professor of Management Practice

Department: Marketing

Campus de Cergy

DIPLOMAS

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1995 Bachelor, History & Business
(Université chinoise de Hong Kong China)

CERTIFICATES

2019 Executive Certificate of Management Consulting
(Grenoble École de Management France)

2017 Diplôme d'Études en Langue Française Niveau B1
(Cilfa Centre International de Langue Française d'Annecy France)

CAREER

OTHER APPOINTMENTS

2024 - Now Professor of Management Practice (ESSEC Business School France)

PROFESSIONAL APPOINTMENTS

1995 - 2005-11-30 General Manager (Octagon China)

2005 - 2010-06-30 PR & Communications Director Asia (Giorgio Armani Limited China)

2011 - 2015-01-30 Senior Marketing Director Asia (Hugo Boss China)

2019 - 2024-08-30 CEO (l'Atelier Peony Consulting France)

OTHER ACADEMIC APPOINTMENTS

2025 - 2026-08-31 Academic Director of Master in Luxury Management (ESSEC Business School France)

PUBLICATIONS

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[SAND, O. \(2025\). Marketing Global Summit 2025 - The future of marketing key trends and priorities. Dans: TEHA Global Summit. Milan.](#)

INTERVIEWS: RADIO - TV - PRESS

[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.](#)

PUBLISHED CASES

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

PROFESSIONAL ACTIVITIES

Member of a professional association, of an expert group or of a board of directors

2019 - Now: Organising Committee (Annecy Professional Women Networking France)