

# Denis Montrelay

**Chief  
Financial  
Officer**



## Short bio

**With inherent curiosity, enduring optimism and unshakeable pragmatism, Denis Montrelay oversees real estate acquisitions, corporate governance and financial health at The Social Hub as Chief Financial Officer and Executive Board Member.**

A global citizen in the truest sense, Denis was raised in countries ranging from the Ivory Coast to Portugal before settling in The Netherlands. Half French, half German, he has relied on his instinctive understanding of cultures and natural curiosity throughout his career in analysis, investment and finance, which has seen him study at prestigious institutions like the ESCP Business School and hold job titles including Investment Director at Unibail-Rodamco. In his role as Chief Financial Officer at The Social Hub (TSH), Denis heads up a team of procurement, analysis and negotiation specialists, leading the company's real estate acquisitions and corporate governance, while overseeing its financial health.

### Expertise

- Finance
- Real estate negotiations and acquisitions

### Languages

- French, native
- German, native
- English, fluent
- Dutch, fluent

### Qualifications

- Finance and Entrepreneurship, ESCP Business School
- MA Business and Economics, Humboldt University of Berlin



**“TSH is transforming not only the hospitality industry, but also the residential and real estate industries for the better.”**

## Long bio

**As Chief Financial Officer at The Social Hub, Denis Montrelay plays a leading role in the company's real estate acquisitions, corporate governance and financial health, guiding his team through a phase of hypergrowth and into a new era of hybrid hospitality.**

The travel industry has always suited Denis Montrelay. Not only is it an environment in which his optimistic outlook, pragmatic approach and open mindedness flourish, but it's long been part of his identity. Half French, half German, Denis was raised as a student of the world, living in countries ranging from the Ivory Coast and Portugal to China and The Netherlands. This international exposure piqued his natural curiosity and stoked his rebellious attitude at a young age – attributes that have served him well during a flourishing career in real estate analysis, investment and finance. Today, as Chief Financial Officer at The Social Hub (TSH), he applies this same mindset to ensure TSH stands apart, while maintaining an impressive growth trajectory backed by strong organisation, corporate governance and best-practice financial health.

Denis' experience can be traced back to his earliest qualifications. After completing an undergraduate degree in Finance and Entrepreneurship at the ESCP Business School, ranked as one of the best business schools in Europe, he undertook a master's degree in Business and Economics at the Humboldt University of Berlin. From here, he kick-started his career as an Analyst at PAI Partners before joining Unibail-Rodamco, where he rose through the ranks to become Investment Director over a four-and-a-half-year tenure. In 2015, he joined The Social Hub as Investment Director. This was the time when TSH began to act on its lofty ambitions to open properties across Europe, forging the future of hybrid hospitality. It was also the beginning of a journey that would see Denis quickly grow into the role of Chief Financial Officer.

“Initially, I spent a lot of time growing the real estate team, but I saw something that really appealed to me at TSH; something that was just getting started,” says Denis. “As we matured, I was able to bring my skills to the finance part of the business, and into my role as CFO. A big part of this is still investments, but it's also much more. The data, information and analytics we have today not only help keep TSH in great financial health but have proven to be valuable in improving the customer and employee journey. For me, this crossover and collaboration is exciting.”



In the six years since Denis joined the company, he has played a pivotal role in the company's growth by leading a 70+ team of specialists in acquisitions, analysis and negotiations. This talented team has been key in the company's hypergrowth, which has seen TSH multiply its footprint by almost 20, open fully operational properties in more than a dozen cities across Europe and receive outstanding customer review scores, all while remaining profitable. But for Denis, it's just the beginning.

“We are building something that doesn't exist and is changing the way our customers experience environments, communities and travel. TSH is transforming not only the hospitality industry, but also the residential and real estate industries for the better.” TSH plans to open 65 fully operational properties by 2026, meaning, with some luck, there will be no shortage of opportunity for change. Especially when you consider Denis' personal motto: *Luck is what happens when preparation meets opportunity.*



## The Social Hub

**The Social Hub is a leading hybrid hospitality concept designed to welcome students, tourists, neighbours and entrepreneurs, creating meaningful and fun experiences under one roof.**

**From hotel, student and extended stay rooms to coworking spaces, auditoriums, gyms, event spaces and social programmes, The Social Hub connects passionate people and builds purposeful communities in 16 locations across Europe and counting.**