

Frank Uffen

**Managing
Director of
Community &
Partnerships**



Short bio

With a keen eye for trends, a love of all things entrepreneurial and a natural flair for public speaking, Frank Uffen is responsible for creating The Social Hub's thriving community and partnership strategy.

Focused on urban development forecasting in the live, learn, work and travel spaces, Frank builds partnerships through strategy. For more than a decade, he's been an instrumental resource for the likes of SXSW EDU, INREV, EAIE and MIPIM, and has been leading the charge to connect communities at The Social Hub since 2011. As Managing Director of Community and Partnerships, Frank drives all international relationships, positioning the company as a leading example of the community-based business model. And he does it all while running his Amsterdam-based non-profit think tank, The Class Foundation.

Expertise

- Urban planning
- Trend forecasting
- Partnership building
- Student trends

Languages

- Dutch, native
- English, fluent
- Spanish, proficient
- German, proficient

Qualifications

- BA (Y1) Urban Studies, Concordia University, Montreal
- MA City Planning, University of Amsterdam
- MBA Marketing and Entrepreneurship, IE Business School, Madrid



“The Social Hub adds most value by creating a network between university cities. We bring everyone together.”

Long bio

Frank Uffen joined The Social Hub in 2011 and is currently shareholder and Managing Director of Community and Partnerships, building relationships with changemakers and education platforms in university cities across Europe.

Born in The Netherlands' design capital of Rotterdam, it's perhaps no surprise that Frank grew up in the same city as Erasmus, the famous Dutch scholar that lends his name to the EU's revered student exchange programme. Indeed, his role as Managing Director of Community and Partnerships at The Social Hub means that his understanding of what motivates and drives international students – as well as other guests – is second to none, proven by his ability to forecast trends, build meaningful partnerships and plan urban environments.

A first-hand international student himself, Frank started a BA in Urban Studies at Concordia University in Montreal before undertaking an MA in City Planning from the University of Amsterdam, which was gained after an internship at Regional Plan Association in New York City. In NYC, he co-founded the urban development consultancy NADC before returning to Europe to complete an MBA in Marketing and Entrepreneurship at IE Business School Madrid. Inspired by the hugely positive impact that universities have on cities, he founded Buena Gente & Co. while living in London to advise on campus redevelopment projects. This is how he met founder and CEO of The Social Hub, Charlie MacGregor, a company he would join in 2011.

These were the early days of The Social Hub, and as part of the founding team Frank brought his passion for travel, adventure and ever-learning along with him, helping pitch and secure the company's earliest construction projects in Amsterdam, before going on to secure partnerships with Erasmus University. Much like The Social Hub's bold vision and rapid growth, there was no limit to Frank's ambition. In 2011, he co-founded The Class Foundation, a non-profit think tank to improve professionalism and enhance knowledge in the student living market across Europe – and beyond.



His credentials abound, but his real passion lies in connecting and building communities. His expertise as a former urban planner means he knows the impact that developments can have on residents, businesses and educational institutions alike: “The Social Hub adds most value by creating a network between university cities. We bring everyone together, from a mayor that wants his city to remain economically competitive to a university that wants a route to the global education market. We also work with start-ups and corporations looking to connect with up-and-coming talent in meaningful ways, either through our students, co-working businesses or directly through our network.”

Frank's professional life has been shaped by building these meaningful relationships, and by submerging himself in cultures, trends and research, all with a view to build a better tomorrow. He has spoken on topics ranging from the future of education to rethinking hotels and urban redevelopment at conferences like ITB Berlin Travel Fest and cares deeply about collaborating and educating to create the sustainable university city of the future.

The Class Foundation

Co-founded by Frank Uffen, The Class Foundation is an Amsterdam-based non-profit think tank established to leverage partnerships, conduct research and host events that help build a better, more sustainable future for student living and university cities.



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 initiative programmes, The Social Hub connects passionate people and builds purposeful communities in 16 locations across Europe and counting.