

Rienk Oosterhof

Chief Real Estate Officer



Short bio

With an instinct for all-things real estate, and a true passion for hybrid hospitality, Rienk Oosterhof is not only spearheading The Social Hub's hypergrowth, but has proven himself to be an expert worth knowing.

Never one to shy away from a challenge, Rienk Oosterhof has led some of the world's biggest and boldest development projects, from football stadiums in South Africa to mega-hospitals in the Middle East. He joined The Social Hub (TSH) in 2016 as Development Director and today holds the position of Chief Real Estate Officer and Executive Board Member, bringing a long list of qualifications and credentials to the role. As TSH continues to skyrocket, Rienk keeps the engines fuelled by overseeing investment, development and construction. And, with ambitions to open 65 fully operational properties by 2026, he's never been more excited about TSH's potential.

Expertise

- Large-scale real estate development
- Acquisitions and disposals
- Sustainability and circular economy in real estate
- Area development and district creation
- Economic impact of development

Languages

- Dutch, native
- Frisian, native
- English, fluent
- German, basic

Qualifications

- BA Economics, Hanze University, Groningen
- BA Architecture, Hanze University, Groningen
- MA Construction Management, University of Strathclyde, Glasgow



"I love finding the right location in a great international city, which for us is somewhere our hybrid hospitality concept will add value. You're able to give an area a huge boost."

Long bio

Rienk Oosterhof joined The Social Hub in 2016 and today holds the position of Chief Real Estate Officer and Executive Board Member, responsible for all elements of investment, development and construction for the brand's growing portfolio of properties across Europe.

From football stadiums in South Africa to hospitals in the Middle East and hotels in Italy, Rienk has seen – and helped build – it all. With a dual passion for construction and economics, his earliest desire was to become an architect before realising a future in development. With an enviable list of qualifications and hands-on experience, Rienk has brought fresh perspective to The Social Hub (TSH) since 2016, where he holds the position of Chief Real Estate Officer and Executive Board Member. He oversees investment, development and construction for the brand's expanding portfolio of properties.

Rienk's first steps in real estate can be traced back to his earliest qualifications. He gained a Bachelor's in Architecture and a Bachelor's in Economics from Hanze University, Groningen, undertaking an international exchange programme at the University of Cape Town, South Africa, before moving to Glasgow to obtain a Master's in Construction Management from the University of Strathclyde. With these credentials, he undertook a Management Traineeship at the Royal BAM Group, one of the largest construction and real estate developers in Europe, which brought him to the company's HQ, and back to his home country, The Netherlands.

This was during the 2008 financial crisis, and Rienk was focused on building feasible business cases to get significant construction projects off the ground. This is how he met Charlie MacGregor, founder and CEO of The Social Hub – a company that was just getting started. It wouldn't be until nearly a decade later that Rienk joined Charlie's growing company. Before then, he would hold esteemed positions as Regional Director at Royal BAM and Head of Development Management – Large Projects at Unibail-Rodamco-Westfield.

When he did join TSH, he was excited about its potential – and still is. "We consider ourselves a scale-up, and in the next four or five years we'll become a mature, established company. Being involved in this phase of a company's growth is something I really enjoy. I get to be entrepreneurial while creating structure." As Chief Real Estate Officer, Rienk's role centres on four key pillars: sourcing, investment, development and construction.



Picking locations is a big part of the job. Developing a 400- or 500-room hotel has a huge impact on the surrounding area, with the potential to improve amenities, transport provision, tourism and employment. "I'm responsible from the start," he says. "I love finding the right location in a great international city, which for us is somewhere our hybrid hospitality concept will add value. You're able to give an area a huge boost."

With more than a dozen projects across Europe currently in development, on schedule and on budget, TSH has grand ambitions to open 65 fully operational properties by 2026. This means Rienk and his team are scouting a new location every 6 weeks. It's no small task and reminds him to reflect on his personal motto: A ship cannot sail on yesterday's wind.

Rienk is a big believer in knowledge sharing and has spoken on topics ranging from urban regeneration to market innovations on the future of living at industry events including MIPIM, EXPO REAL and Class of 2020. His specialist topics include areas of mixed-use development and real estate product innovation. Member for Thuiswinkel.org.

Speaker engagements

Rienk has spoken at a host of high-profile events and engagements, including MIPIM, EXPO REAL and Class of 2020, covering topics ranging from urban regeneration and market innovations to mixed-use developments.



The Social Hub

The Social Hub is a hybrid hospitality concept that combines student accommodation with hotel and extended stay rooms, co-working facilities, meeting and event spaces, restaurants and bars, creating a bustling hub of activity in 16 cities across Europe.