

# Charlie MacGregor

Chief Executive Officer



## Short bio

**Charlie MacGregor founded The Social Hub, formerly The Student Hotel, in his twenties and today has his gaze firmly fixed on the future, guiding the company as it explores new territories and leads the way in the changing landscape of the community-based hospitality concept he conceived.**

A born entrepreneur and charismatic leader, Charlie founded The Social Hub in 2003. His love of community and belief that customers deserve better started it all and remains the guiding force behind the company's winning hybrid hospitality concept. With his instinctive drive, The Social Hub has grown to hold 23 assets – with 16 hubs open across Europe – and has raised more than €2 billion from investors, making Charlie a leading voice on the future of hospitality for industry publications and events around the world. Today, as he steers from the front, his focus has shifted to building one team, one community and one global brand. Beyond The Social Hub, Charlie focuses on his work improving refugee camps through the humanitarian crises NGO he founded in 2015, Movement on the Ground (MOTG). Their mission? To transform camps into campuses, offering refugees better opportunities and a better life. For Charlie, it's one small step towards world peace.

### Expertise

- Raising billions in equity
- Large-scale property development
- CEO and founder
- Father of four

### Languages

- English, native
- Dutch, fluent

### Qualifications

- A born entrepreneur



**“We want to really focus on one community that brings everyone together. Whatever your journey, it starts here”**

## Long bio

**A born entrepreneur, visionary and team builder, Charlie Macgregor founded The Social Hub in 2003, marking the inception of the unique hybrid hospitality model. Today, he's spearheading its future as Chief Executive Officer (CEO), focusing on building one team, one community and one global brand.**

Charlie MacGregor is the founder and CEO of The Social Hub, a one-of-a-kind hybrid hospitality concept that has evolved to include student accommodation, hotel and extended stays, coworking and events, all under one roof. The idea came from a belief in the importance and potential of human connection. People who were studying, working or travelling deserved a truly inspiring, communal place where they could not only stay, but live, work, create, celebrate and connect.

Growing up around property development in Scotland and England, Charlie learned by watching his father, who was known as the 'Godfather' of the Purpose-Built Student Accommodation (PBSA) industry. Early on, he got to grips with the nuts and bolts of the industry on sites around the UK, later developing an interest in the business side of things. "I got kicked out of school at 15 and landed on building sites. I helped demolish buildings, did a lot of fetching and carrying. But I was also exposed to the business side of things, so I grew up seeing the entire transformation process – I've always felt very comfortable in it."

After spending time in London, he relocated to Amsterdam in 2003. It instantly felt like home, offering familiarity and inspiration, and got Charlie thinking about his next big move in property and housing. This happened when he founded The Social Hub, the Netherlands' first student accommodation to truly focus on design, comfort, and industry-leading facilities.



The concept quickly showed potential and began welcoming not just students, but guests from all walks of life. To deal with demand, the team added coworking spaces, amphitheatres and event rooms, restaurants, bars and hotel rooms to its long list of offerings. And as the company evolved, so too did its mission – culminating in a global rebrand to The Social Hub in 2022. Today, The Social Hub continues to go from strength to strength with 23 assets and 16 open hubs in more than a dozen European locations, with grand ambitions for further expansion in North America and Asia in the coming years.

Charlie's vibrant personality and steely determination are clear to see in every element of The Social Hub's properties, from their unique design to their unconventional offerings. But it's the value he places on people that sets him apart. From the receptionist to the real estate developer, a big part of his role is ensuring that everyone feels part of the bigger picture – together as a truly connected community.

This focus on people is not only apparent in his work at The Social Hub, but also in his other ventures. Charlie established an NGO called Movement on the Ground (MOTG) with a group of friends at the beginning of the Syrian refugee crisis. "We were running to the supermarket and buying bottles of water to hand out. After a while, it became clear that we could do a better job of helping the refugees than the bureaucratic systems that were in place."

They decided to develop refugee camps that centred on community, encouraging residents to share tasks, communicate openly and feel part of something positive. With a big focus on connection, friendship and innovation, Charlie has always believed it's no different from any other progressive community, including The Social Hub. MOTG is active in several camps in Greece and runs homes for unaccompanied children in Athens. "We believe that the model for refugee camps needs updating, and we feel that we've found the way. Our 'Camp to Campus' locations are better for all communities and cheaper to run than existing camps. Our mission now is to show the world, while helping to improve camps on a global scale."

A long way from Greece, though, Charlie's role as CEO at The Social Hub involves spending a lot of time working with investors and executing ambitious expansion plans for the next 10 years. Whether on a building site or at his Amsterdam office, his focus for the future is on building one team and one community. "We want to really focus on one community that brings everyone together. This is what our customers are asking for today. This also allows us to simplify things, like streamlining our products and services, to become a more efficient organisation with a strong underlying business model. It's the next step to becoming a truly global brand."

In addition to his clear and proven expertise in real estate, housing and hospitality, Charlie understands student, co-working and co-living audiences like no other, and has sharpened keen negotiation, business planning and operations management skills over his successful career. His understanding of the private equity and investor business is second to none, while he has a more personal passion for coaching and public speaking.

### Speaker engagements

Charlie has spoken at many high-profile events, including the B for Good Leaders Summit, MIPIM Awards and The Lobby Conference. He's acted as a juror for the Ernst & Young Entrepreneur of the Year Award and received recognition himself in the form of the Florence Ambassador Award, Best Managed Company and Best Innovation Hotel awards.

## 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.**

