

Mieke Veldhuis

Chief People & Culture Officer



Short bio

A voice of authority on company culture, personal drivers and the power of brand values, Mieke is The Social Hub's guiding light when it comes to staying conscious and purpose-led through hypergrowth.

Mieke is a big believer in synchronicity. It's what led her to The Social Hub (TSH) in 2019 and it's what makes her intuitive, perceptive and empathetic in her role as Chief People and Culture Officer. It's no small task, guiding a hybrid hospitality brand through an era of purpose-driven hypergrowth. But Mieke is used to a challenge, having been part of Bugaboo in its start-up days, holding the positions of Global Brand Director and Chief Commercial Officer over a 17-year engagement. Today, she channels her energy into keeping TSH conscious and mindful through brand purpose, culture and values.

Expertise

- Brand strategy, purpose and values
- Company culture
- Commercial strategy
- Employer branding

Languages

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

Qualifications

- BA Commercial Economics, Hogeschool voor Economische Studies Amsterdam (HES)
- MA Executive Master Coaching and Consulting for Change, INSEAD
- Strategic Marketing, NIMA C, NIMA Nederlands Instituut voor Marketing
- Nyenrode Commissarissencyclus, Nyenrode Business University



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Long bio

Mieke Veldhuis joined The Social Hub as Chief People and Culture Officer in 2019, filling a crucial role in the leadership team that oversees all people matters, including talent acquisition and development, employer branding, employee experience, internal communications, diversity and inclusion, and growth strategy.

Mieke didn't stroll into her role at The Social Hub (TSH), but the story does involve strollers. As one of the first five team members at Bugaboo in Amsterdam, the pushchair product was made for her. Not only did she have young children, but the stroller represented freedom, mobility and adventure, all core traits of her personality. By 2019, Mieke was bringing these same standout qualities to her role as Chief People and Culture Officer at The Social Hub, where she oversees recruitment, learning and development, internal communications and transformation, growth strategy, and the overall employee journey.

Her career started with a Bachelor's in Commercial Economics from Hogeschool voor Economische Studies Amsterdam (HES). Degree in hand, she worked in roles ranging from sales and marketing to project management, gaining valuable experience in channel strategy, e-commerce and digital, before joining Bugaboo as Global Brand Director in 2001. She gained further qualifications in Strategic Marketing from NIMA as her career took off at the retail giant over a 17-year engagement, ending in 2018 as Chief Commercial Officer (CCO) and Member of the Board.

This is when Mieke learned of The Social Hub. Bugaboo had previously worked with Movement on the Ground, a charity that responds to humanitarian and refugee crises, which was co-founded by TSH CEO and founder, Charlie Macgregor. Then TSH posted a CCO vacancy on LinkedIn. "It felt like synchronicity, like it was meant to be. We had a coffee and instantly clicked. I hadn't applied for the role but started to help TSH by coaching teams on how to host more efficient meetings."

During this time, Mieke was writing her thesis at INSEAD business school. After a two-year course, she gained a Master's in Executive Master Coaching and Consulting for Change. This is where her passions truly lay: company culture, organisational evolution and people and purpose. The stars aligned when a role opened for Chief People and Culture Officer at The Social Hub. "They asked me to apply as I was finishing my thesis," she says. "I had already fallen in love with the company – its entrepreneurialism, dynamism and energy – and that's how it all began."



Mieke brought diversity and perspective to the Executive Board, focusing on how to ensure staff are fulfilled, culture is upheld, and values are lived. This, alongside a strong pull towards purpose-driven decision making, has helped unify the company internally. "Feeling like you are part of the team and supporting one another is incredibly important. If you're in it together, and pulling in the same direction, you can achieve so much more."

With such a broad background in business, an impressive résumé, and a diverse skillset, Mieke has spoken at the likes of Wharton Business School, Shopify and Ecommerce Europe on topics ranging from company values and storytelling to employee community and brand building. She is committed to ensuring that TSH remains purpose driven and conscious as it enters a phase of hypergrowth, aiming to open 65 hybrid properties by 2026.

Speaker engagements

Mieke has spoken at a host of high-profile events and engagements, including Wharton Business School, Shopify, Ecommerce Europe, Webwinkelvakdagen and Nijenrode Business School. Thanks to her credentials and expertise, she has also acted as a Board Member for Thuiswinkel.org.



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.