

# The Social Hub Recruits Industry Titan Eyal Amzallag to Ignite Next Era of Growth



**Amsterdam, The Netherlands (May 19, 2026)** – [The Social Hub](#) is doubling down on its mission to disrupt the hospitality industry’s status quo, today announcing the appointment of Eyal Amzallag as **Chief Operating & Commercial Officer** and **Executive Board** member. This is not just a simple hire; it is a statement of intent, with the addition of a leader whose track record spans global expansions, major IPOs, and the creation of regenerative luxury brands.

Eyal brings more than **30 years of experience across globally** scaling brands in the hospitality and lifestyle sectors, with a strong focus on customers and team building. From his two-decade tenure at **Club Med**, where he helped develop a premium all-inclusive luxury positioning, to spearheading Selina’s \$1.2 billion Nasdaq IPO, Eyal has consistently demonstrated his ability to turn vision into reality.

Now, he is bringing that entrepreneurial drive to The Social Hub's C-suite.

Eyal will build on the strong team and solid foundations already in place. He will lead the organisation's **expansion into Lisbon, Turin, and Edinburgh**, while actively pursuing the **addition of 20 asset-light HMA** (Hotel Management Agreement) projects. This will be complemented by the launch and growth of a **new membership-driven proposition**.

He joins at a moment of strong acceleration for The Social Hub. With new markets on the horizon and a hybrid model that continues to redefine the hospitality landscape, Eyal will play a key role in unlocking the company's next phase.

**Eyal Amzallag commented:** *"The Social Hub is where the energy is. It is purpose-driven, community-focused, culturally vibrant, and has built-in access to next-generation customers and exceptional talent. The company has a footprint that most brands only dream of, with ambitious growth plans backed by world-class investors.*

*We are not just scaling a business; we are elevating a movement. I am here to connect the dots, sharpen the edge, and ensure the strong momentum already in place translates into long-term success."*

**Charlie MacGregor, Founder & CEO, added:** *"I am very excited about this important hire. It is energising to reflect on how far we have come as a brand and where we are heading. What started as a quick introductory meeting with Eyal turned into a long, energising conversation and a genuine connection. He truly gets what we are building.*

*Eyal brings strong commercial expertise, along with a deeply people-centric approach that reflects who we are at The Social Hub. We are ready to show the world the full potential of hybrid hospitality, and I am delighted to have him leading the way."*

# About The Social Hub

*The Social Hub is a European hospitality brand that blends traditional hotel stays with a vibrant, community-focused experience for guests, coworkers, and locals. Founded in 2012 by entrepreneur Charlie MacGregor, the company redefines the role of hotels in cities – offering spaces where people from all walks of life can learn, stay, work, & play... but more importantly, connect with each other.*

*Headquartered in Amsterdam and a Certified B Corporation, The Social Hub is built on a commitment to social and environmental impact. Its unique hybrid model combines premium design-led short and long-stay hotel rooms with student accommodation, coworking spaces, meeting and event facilities, restaurants and bars, 24-hour gyms, and open-to-the-public spaces like rooftops, parks, and cultural venues.*

*With more than 10,000 rooms across 21 hubs in Europe's most dynamic cities – including in Amsterdam (two hubs), Barcelona, Berlin, Bologna, Delft, Eindhoven, Florence (two hubs), Glasgow, Groningen, Maastricht, Madrid, Paris, Porto, Rome, Rotterdam, San Sebastian, The Hague, Toulouse, and Vienna – The Social Hub creates inclusive environments that bring together diverse groups of people under one roof.*

*The Social Hub also leads a wide-ranging social impact programme, including the TSH Talent Foundation – which is supported by a pledge to donate 1% of the company's annual global revenues – and hosts more than 6,000 community-centric events each year across Europe, helping spark new ideas and lasting connections in every city.*

*Two new hubs are currently under development in Lisbon and Turin as well as a proposed development in Edinburgh.*

*For more information, visit [www.thesocialhub.co](http://www.thesocialhub.co).*

## Contact details

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