

The Social Hub appoints hospitality and membership expert Megan Kennedy as Chief Operating Officer as she readies the business for its boldest chapter yet

European hospitality brand makes latest addition to executive team as it enters next phase of growth



▲ Megan Kennedy

31 August 2026 (Amsterdam, The Netherlands) – The new Chief Operating Officer (COO) of hospitality pioneer [The Social Hub](#) says she's ready to help the business 'blow guest's minds' as it enters the next exciting phase of its expansion across Europe.

International hospitality leader Megan Kennedy joins The Social Hub from London-based members' club and global impact community The Conduit, where she served as Global Chief Operating Officer. She brings more than 20 years' international experience across hospitality

and lifestyle businesses, with a track record of scaling complex multi-site operations while maintaining a strong focus on people, culture and customer experience.

Kennedy, who has also overseen large-scale operations across the Americas for hospitality brand Selina, arrives at a pivotal moment for The Social Hub as the business enters its next stage of growth, including its highly anticipated membership proposition roll out, and continued investment in technology and AI, customer experience and operational innovation.

Joining a powerhouse operations team under recently appointed Chief Operating & Commercial Officer Eyal Amzallag, Kennedy will lead operational excellence across The Social Hub's growing European portfolio, supporting the continued evolution of the group's pioneering hybrid hospitality model, which combines premium hotel rooms, student accommodation, coworking, food and beverage, events and community spaces under one roof.

She said: "This is an amazing time to join The Social Hub as we prepare to launch our membership proposition across Europe later this autumn. The Social Hub has built something genuinely distinctive, combining hospitality with community in a way very few businesses have achieved. I'm excited to join at such an important point in its journey as we get ready to roll out membership – we're going to blow minds with this!"

"My first priority will be to spend time with our teams, understand what already makes The Social Hub special and help strengthen the operational foundations that allow the business to continue growing without losing the character and experience people value so highly."

"Ultimately, operational excellence is about creating consistency for guests and members while giving teams the confidence and freedom to deliver exceptional experiences every day."

Kennedy said her immediate focus includes embedding The Social Hub's new membership offering, strengthening operational execution across the business and ensuring future technology and AI developments enhance both the customer and employee experience.

Eyal Amzallag said: *"Megan is a rare leader who understands that great hospitality is built on great people and operational excellence, in equal measure. As we scale across Europe, her experience is exactly what we need to grow without losing what makes The Social Hub unique. She builds high-performing teams, grows complex operations, and strengthens culture as a business grows. We're creating a movement, places where people belong, connect, and thrive, and Megan will play a role making sure it expands without losing its soul."*

Kennedy, who starts September 1st, will be based in Barcelona and work across The Social Hub's European portfolio, spending regular time at the company's Amsterdam headquarters.

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.

Contact details

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If you are member of the press or looking for strategic collaborations, please contact our press team:
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