

THE STUDENT HOTEL



Charlie McGregor, CEO, The Student Hotel

Charlie, 44, is CEO and Founder of Netherlands-headquartered hybrid hospitality investor, developer and operator, The Student Hotel. Born in Edinburgh, Scotland, he began his career at the age of 16 working on building sites and has developed since then into a strong business professional who is a natural disruptor. Charlie's father developed the first PBSA (purpose-built student accommodation) in the UK in 1983. As the "godfather" of the industry he built a UK wide development company (called Peaston & Co) developing PBSA for dozens of Universities. After his father's retirement Charlie purchased the remains of this company at the age of 25, which he sold 10 years later. After spending time in London, Charlie relocated to Amsterdam in 2003 where he established The Student Hotel in 2006.

As founder and CEO of this innovative concept, Charlie has reimagined the concept of 'community driven' city centre accommodation for an expanding customer base of internationally-minded students, entrepreneurs and travellers who seek more than the anonymity of a box room in a building that sits in grand isolation from the community that surrounds it. TSH offers a very different experience, with the emphasis built firmly around a genuine community.

Today's hybrid business has evolved rapidly. TSH has become a magnet not only for students, but also for travellers, entrepreneurs and, crucially, local residents and long-term hotel guests who are encouraged to use facilities that include shared work-space, communal areas, restaurants and bars. The international mix combined with locals mean TSH is the place to be for the "new generation" corporate traveller offering a boutique style 4 star room as well as co-working facilities, all in one.

The result is a melting pot of disparate groups and nationalities who meet, socialise, share ideas and create friendships, what Charlie calls: The Complete Connected Community. 'The goal at the outset was simply to create a better space,' he says. 'I could not believe how people treated young guests. No taste in facilities, furniture or space; I wanted to do it better. But we've moved on. Now it's not only about creating a better experience for guests - I want to integrate communities and revitalise cities.'

In addition to a demonstrated history of working in the hospitality / student / co-working & coliving industry, Charlie is skilled in negotiation, business planning, operations management, coaching, and sales and has a thorough understanding of the private equity and investor business.

Charlie is also passionate about the refugee crisis within EU. 4 years ago he started a NGO www.movementontheground.org which responded to the wave of refugees arriving to EU via Greece. The NGO now runs camps in Greece and has developed a concept for refugee camps "Camp2CampUS" which connects locals and refugees and builds communities in a much more efficient and successful way than the current, out of date, model being used.