

Karel den Ouden

Co founder, Hotel Vall Amagada del Molí Llémèna Valley, Garrotxa, Catalunya



Karel den Ouden is the co-founder of Hotel Vall Amagada del Molí, a dynamic entrepreneur whose vision is shaping a new standard for rural adventure and luxury hospitality in Catalunya. With a background that seamlessly blends a deep-rooted family heritage in hospitality with a sharp, modern expertise in innovation and strategy, Karel is the driving force behind the hotel's physical transformation and unique guest experience.

Born into a family of luxury hotel proprietors, Karel grew up immersed in the world of high-end hospitality, gaining an intuitive and comprehensive understanding of the industry from the ground up. This practical foundation was formalized at the prestigious **Hotelschool The Hague**, where he earned a Bachelor of Business Administration in Hospitality Management. Eager to complement his operational knowledge with a strategic, innovation-focused perspective, Karel pursued a Master's degree in Innovation, Strategy & Entrepreneurship at the renowned **Grenoble Ecole de Management** in France, where he graduated with the "Best of Class" award.

Karel's career has been characterized by a self-driven, entrepreneurial spirit. He honed his skills in the high-stakes world of luxury event management, freelancing for iconic brands such as **Porsche, Lamborghini, and Bentley**. In these roles, he was responsible for coordinating large-scale motorsport and driving events, managing every detail to deliver flawless experiences for a discerning clientele. His entrepreneurial journey took a major step forward when he founded **Frax d**, an automotive startup that explored fractional co-ownership of premium vehicles. As founder, Karel managed every

facet of the business—from bootstrapping the concept and developing the MVP to securing investments and navigating complex partnerships, providing him with invaluable firsthand experience in building a business from scratch.

At Hotel Vall Amagada del Molí, Karel leads the ambitious on-site build and restoration of the historic 18th-century mill, overseeing all construction, vendor relations, and design implementation. He is the chief architect of the guest journey, meticulously curating activities and developing strategic partnerships with local cycling brands and tour providers to offer authentic, immersive adventures. A passionate cyclist himself, Karel designed the hotel's cycling program and personally manages the on-site workshop, where he can be found offering everything from a quick tune-up to a full bike build for guests. His focus is on creating a welcoming, seamless experience, from the curated evening ambiance to the technical alignment of the hotel's website and booking systems with guest feedback.

Key Experience & Highlights

- **Hospitality Heritage & Education:** Raised in a family of luxury hotel owners, with a formal education including a BBA from Hotelschool The Hague and an MSc in Innovation, Strategy & Entrepreneurship from Grenoble Ecole de Management (awarded "Best of Class").
- **Entrepreneurial Leadership:** Founder and CEO of Frax d, a car co-ownership platform, where he successfully bootstrapped the company from an idea to a launching MVP.
- **Luxury Event Management:** Extensive freelance experience as a Project and Event Manager for world-renowned automotive brands, including Porsche, Lamborghini, and Bentley, specializing in high-end motorsport and driving events.
- **Strategic & Financial Acumen:** Possesses a deep understanding of business development and market dynamics, further strengthened by experience as an Investment Specialist Trainee analyzing start-ups for crowdfunding campaigns.
- **Hands-On Operational Focus:** Currently leading the complete restoration and build of Hotel Vall Amagada, while also designing the core guest journey and curating specialized programs, including the hotel's signature cycling experience and workshop.