PROFILE IN FOCUS

# Philip Ibrahim

## MANAGING DIRECTOR MOA BERLIN

> *“I don’t run this hotel for an abstract target group. I’m building the neighborhood living room I always wished for as a neighbor myself. Because when work is over, I don’t drive off. I live here.”*

### SHORT BIO

Philip Ibrahim runs MOA Berlin together with Conny Doß as a dual leadership and is the communicative face of the house. As “Visionary Host”, he drives the transformation into an “Urban Hub”.

He grew up in Moabit and still lives here today. His passion is the on-site experience: he stages MOA STAY as a retreat and MOA EAT as a stage for genuine encounters.

His mission: a house where international guests and the Berlin neighborhood come together in “MOAments”.



### CAREER & BACKGROUND

Philip is a creator with a clear stance. His career combines classic hospitality with lifestyle concepts.

**The Berlin Insider & Local:** For more than two decades, he has shaped the capital’s hotel landscape. As Vice President of DEHOGA Berlin and Chair of the Hotel Industry Working Group, he actively helps shape the sector. But he also knows the market from the Kiez: he lives in the neighborhood, shops here and knows the mood first-hand. That makes him a credible translator between the international hotel world and the local Berlin soul.

**The Community Builder:** Before MOA, he was GM of the Mercure Hotel Berlin City and then of The Student Hotel Berlin (today The Social Hub). There he perfected the “melting pot” concept, bringing students, start-ups and travellers together. He now brings that experience to the scale of MOA Berlin.

**The Change:** He has been at MOA Berlin since March 2025, driving the cultural change. He shows that a hotel of this size does not have to be a foreign body in its neighborhood.

### HIS ROLE AT MOA BERLIN

He is “The Visionary Host” and takes care of the soul of the house and the community.

**The Kiez Connector:** Under his leadership, the house opens up to Moabit and the atrium becomes the “Kiez living room”. With the MOAments, he brings Kiez life into the house. His principle: doors open, thresholds gone. Anyone who lives in Moabit should be able to walk in without hesitation.

**The Host:** While life rages outside, he positions the hotel area as a deliberate counterpoint of calm. For him, hospitality means: guests don’t feel like a number, but like part of a community.

**The Culture Driver:** He stands for “community over corporation” and meets the skilled-labour shortage with a modern leadership culture: empowerment, diversity and meaning instead of rigid rules. His recruiting maxim: “We hire characters, not résumés.”

### PERSONAL

Philip is rarely in the office and almost always “on the floor” or out networking. Since 2019, he has been co-host of the SMACK Hospitality Podcast.

He embodies the “Berlin style”: professional, but relaxed. He only wears a tie when there is absolutely no other way.

As co-initiator and spokesperson of the Pink Pillow Berlin Collection, visitBerlin’s hotel collection for the LGBTQIA+ community, he champions diversity and tolerance in the industry.

**Dual Leadership**

Together with Conny Doß, Philip Ibrahim leads MOA Berlin as an equal dual leadership.