



James Herbert

HIP V. HYPE DEVELOPMENT
SALES & MARKETING DIRECTOR
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James is a real estate professional with a strong understanding of architecture and design. He is passionate about the role that well-developed buildings and places play in improving the lives of people. As Sales & Marketing Director at HIP V. HYPE Development, James balances creative thinking and commercial awareness in his role building new partnerships and designing bespoke sales, marketing and customer service strategies for each project.

Much of James' twenties were spent exploring the world venturing through the Middle East, Africa and Europe from international cities to remote regional towns. These years laid the foundations for a deep appreciation of great urban design and architecture and the importance of place and community.

His entrepreneurial spirit has seen him weather different market climates over the last fifteen years, using his commercial awareness and creativity to bring considerable real estate projects and concepts to life through challenging markets.

Whilst heading his own project marketing advisory company Charter Bond, James consulted on a number of major mixed-use developments and urban regeneration projects, most notably P.M. Port Melbourne. This is the first residential development in the Wirraway Precinct in Fishermans Bend. James also created the place marketing plan for the Alphington Paper Mill precinct and advised on the residential component for Alpha Partners on the same project.

James has worked on projects in a sales and marketing capacity including the award-winning Luna St Kilda designed by Elenberg Fraser for Buxton Group; GTV 9 Studios in Richmond designed by Hayball and Hecker Guthrie for Lend Lease; Convesso Concavo in the Docklands designed by Bates Smart for Lend Lease; and Forte in the same urban regeneration precinct, which at the time was the world's tallest CLT apartment building.

A curiosity for modern communications has seen James embrace the digital media and technology market with start-up company POST-CODE, a digital user experience that provides the audience with access to authentic local content, together with a curated collection of apartments, through a trusted and innovative media environment.

Between his role with HIP V. HYPE Development and spending time with his wife and two sons on weekends, James is working on balancing drinking, dining and exercising, it's a work in progress..!

Formal Qualifications

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- NATIONAL DIPLOMA IN REAL ESTATE, OPEN POLYTECHNIC NZ
 - LICENCED REAL ESTATE AGENT
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