



Katya Crema

HIP V. HYPE
SALES + COMMUNICATIONS DIRECTOR
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Director of HIP V. HYPE Development Sales + Communications, Katya enjoys working with people. She is passionate about building genuine relationships with each and every person she engages with throughout the lifespan of a project. Having studied Architecture and Property at the University of Melbourne, Katya understands the benefits of good design and is committed to adopting a design-led approach in her work at HIP V. HYPE.

Katya has also played an integral part in her family's property and construction business, Crema Constructions. As Associate Director – Development & Sales Manager, she has worked across a number of significant multi-residential projects. During her time at Crema, Katya founded Gallery in The Sky, an initiative that uses high profile high-rise construction sites as a platform to showcase Australian artistic talent and their selected charity.

Actively supporting women in the property and construction industry, Katya co-founded the Women of Architecture, Building + Planning, a women's networking group designed to support female's in the industry through networking opportunities and career support.

Before beginning her career in the built environment, Katya spent 10 years as a professional athlete on the Australian National Ski Team. Her career in elite sport has instilled a commitment to perseverance, which continues to define the way she approaches her work. Achieving anything less than distinction for both purchasers and the project team simply does not fly with her. Despite the change in pace, Katya continues to pursue her thirst for experiences that challenge her physically and mentally; from the peaks of Mount Hotham's ski slopes to the valleys of New Zealand's mountain bike trails.

Having represented Australia at the Winter Olympics in Ski Cross twice (Vancouver 2010 and Sochi 2014), Katya now uses her experience and profile as an elite athlete to encourage young girls and women to stay involved in sport throughout life . She believes in the power of sport and physical activity to build self-confidence, resilience and a strong community.

Katya's strong Italian heritage has also influenced the person she is today. She enjoys sharing her enthusiasm and zest for life with people around her by building friendly, engaging and honest relationships. Her diverse background in elite sport, architecture, property development and sales enables her to contribute her unique life experiences to HIP V. HYPE.

Outside of property, Katya continues to make time to contribute her expertise to the sporting community, as a member on the Board of Ski & Snowboard Australia, and an Ambassador for female cycling with Rapha and Liv / Giant.

Formal Qualifications

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- BACHELOR OF ENVIRONMENTS (ARCHITECTURE MAJOR), UNIVERSITY OF MELBOURNE
 - MASTERS OF PROPERTY, UNIVERSITY OF MELBOURNE
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