



Katya Crema

HIP V. HYPE
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Development Director at HIP V. HYPE Development and Head of Communications & Editorial at HIP V. HYPE, Katya enjoys working with people. Building genuine relationships and taking people on a shared journey from first introduction through to handing over the keys to a new home is what she enjoys most. Having studied Architecture and Property at the University of Melbourne, Katya understands the benefits of good design and is committed to working with customers to create exceptional homes in each HIP V. HYPE project.

Katya is a third-generation member of the 65-year-old Crema property and construction family business. Whilst concrete is in her blood, she is focused on exploring more sustainable and innovative construction methods moving forward. Formerly an Associate Director at Crema Group – Development & Sales Manager, Katya 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 and support Australian artistic talent and their selected charity.

More recently, Katya was a member of PwC's Real Estate Advisory team where she worked with a range of major clients and stakeholders including State and Commonwealth Government.

Actively supporting women in the Property and Construction industry, Katya co-founded the Women of Architecture, Building & Planning (ABP) in 2016, a women's networking group supported by the University of Melbourne, designed to support females in the industry through multiple networking events held annually.

Before beginning her career in the built environment, Katya spent 10 years as a professional athlete on the Australian National Ski Team, and represented Australia twice at the Winter Olympics in Ski Cross (Vancouver 2010 and Sochi 2014). Her career in elite sport has instilled a commitment to perseverance, which continues to define the way she approaches her work. 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 Tasmania's mountain bike trails.

Outside of property, Katya now uses her experience and profile as an elite athlete to encourage young girls and women to stay involved in sport throughout life. Katya continues to make time to contribute her expertise to the sporting community as an active board member of the Victorian Olympic Council, and an Ambassador for womens cycling with Rapha and Liv.

Formal Qualifications

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- MASTER OF PROPERTY, UNIVERSITY OF MELBOURNE
 - BACHELOR OF ENVIRONMENTS (ARCHITECTURE MAJOR), UNIVERSITY OF MELBOURNE
 - AGENTS REPRESENTATIVE CERTIFICATE, REIV
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