Sara van der Meer

HIP V. HYPE
HEAD OF OPERATIONS
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As Head of Operations at HIP V. HYPE, Sara has an eye for detail and an understanding of what it takes to run a business smoothly and effectively. Using her organisational aptitude to improve processes and practices Sara works across the Four Pillars to ensure that each is operating as efficiently as possible.

Having graduated from Erasmus University Rotterdam with a Masters in Global Business and Stakeholder Management, Sara moved to Australia from the Netherlands. Gaining extensive experience in hospitality managing several businesses over the years, Sara is intimately acquainted with both the day-to-day operations of business, whilst maintaining a strategic overview.

Growing up in Kenya, South Africa and Tanzania, Sara was exposed to extreme poverty from an early age. Witnessing the destruction of beautiful and vital natural habitats, she is acutely aware of the complexity that exists between economic development and environmental stewardship. These early experiences shaped her world view and continue to drive Sara to pursue business with a focus on a balanced view between people, planet and profit. Pursuing a path more closely aligned with this passion ultimately saw Sara leave the world of hospitality.

More recently, Sara joined Geelong Sustainability as acting treasurer, a community group focused on informing, inspiring and connecting communities to protect the natural environment. With experience in business management and a knack for social media, Sara brings a fresh perspective to the committee and lowers the average age by quite a few years. Sara recently completed her work with the City of Greater Geelong contributing to the development of an Environmentally Sustainable Design Policy.

Sara's unique perspective is informed by her work across business, civil society and local government. This cross-sectoral lens is further informed by the research she undertook during her master's degree and provides her with a deeper understanding of the tensions that exist between the three sectors and the importance of cross-sector partnerships in dealing with the major social, economic and environmental challenges.

When not in the studio, Sara enjoys catching waves down on the surf coast, camping away from the crowds and exploring the trails and cities of the beautiful country she now calls home. Although Sara is spending much of her free-time renovating an old 1910 weatherboard home, attempting to create a home that will stand the test of time and continue to be liveable as the climate changes.

Formal Qualifications

- MASTER OF GLOBAL BUSINESS & STAKEHOLDER MANAGEMENT, ERASMUS UNIVERSITY
- BACHELOR OF INTERNATIONAL BUSINESS, ERASMUS UNIVERSITY