



UNA ... A team of Professionals

UNA Hotels & Resorts has grown in importance thanks to the consolidated team of managers which, under the guidance of the CEO Elena David, continue to develop the chain with great enthusiasm. The management is presently divided into eight departments.

Elena David, CEO

Elena David, an Economics and Commerce graduate, started her brilliant career in the hotel world. In 1990 she joined Starhotels as assistant to the financial director and became financial director and general manager of the hotel chain in 1998. In July 2000, Elena David was invited by Fusi SpA to take on the responsibility of developing and improving the Bonaparte Hotel Group chain of hotels, today known as the UNA Hotels & Resorts.

In 2004 she was awarded the prestigious Premio Bellisario, dedicated to businesswomen in the tourism and leisure sector who have achieved considerable success. In December 2007 she received the Premio Eccellenza 2007, sponsored by Manageritalia, Confcommercio and the Centre for management training in the service sector (Cfmt). She has been awarded in 2009 with IMTL by the MIB School of Management in Trieste: this prize is always given to the most important business people in the tourist sector.

Thanks to her considerable experience and as a representative of one of the most important hotel chains in Italy, she has been for many years on the management board of AICA and in June 2008 she has been elected President. Since May 2007 she is a member of the council of Federturismo.

Daniele Giovenali, Operations & Business Development Director

Born in 1959, developed a deep and detailed knowledge of the tourism sector right from the beginning of his career, thanks to a wide experience working for companies ranging from Alitalia to Starhotels where he was Sales & Marketing Director. July 2000 he moved on to UNA Hotels & Resorts as Sales & Marketing Director. He has been directing the Business Development department for 2 years, and nowadays he is also in charge of Operations department direction.

Angelo La Riccia, Sales & Marketing Director

Manager of UNA Hotel Malpensa since 2004, has been invited to occupy the important position of Sales & Marketing Director of UNA Hotels and Resorts. A graduate of foreign languages and literature, La Riccia specialized in the management in the tourism service sector and in human resources. He started



working with Jolly Hotels in 1995, where he acquired competence in running a business and in the public relations area. In 2001 he began working with UNA, at first as assistant manager of UNA Hotel Century and later as manager of UNA Hotel Mediterraneo. Following encouraging results in the management of UNA Hotels, as Sales & Marketing Director La Riccia will have the task of consolidating the sales network of the group, setting up specific projects for strategic marketing and developing new partnerships, with the main aim of reaching a new peak of total sales.

Paolo Bencini, Finance and Administration Director

As soon as he completed his studies, he began to work in the hotel sector by joining the Starhotels chain of hotels, where he worked in different capacities in the administration department. In 2002 he moved on to UNA Hotels & Resorts and at present is Finance and Administration Director.

Donato Marone, Director of personnel

A graduate in Political Science with a thesis on flexibility in employment, Marone started his professional career in 1988 in Jolly Hotels. In 1997 he was named deputy manager and room division manager in the Jolly hotel President in Milan, a position which he kept until February 2000, when he was invited to manage UNA Hotel Century. In 2001 Marone was appointed Personnel manager of UNA Hotels & Resorts.