



Le Torri di Bagnara

LUXURY CASTLES COLLECTION

ZENAIDE GIUNTA TREMI - BIODATA

Zenaide Giunta -Tremi is an Italian noblewoman and entrepreneur, living her life with kindness, passion and enthusiasm. Her main goal is giving an aristocratic first class hospitality to all her guests.



Zenaide lives in Umbria, where she runs one of her family businesses – The Bagnara Estate - a superb 1500-acres (590 hectares), estate, natural reserve and working farm, set over the Upper Tiber Valley near Assisi, dotted with five medieval castles. One of these – *The Pieve San Quirico castle* - a stylish, hillside castle (built by emperor Federico II of Svevia) and its adjoining *High Tower*, has been transformed into a **luxury Castle-Villa for rent**. Another castle set within the valley, the beautiful *Castello di Bagnara*, is now available as a weddings and special events venue.

Zenaide is a **great-great grand-niece of Napoleon Bonaparte**: she is a direct descendant in the line of primogeniture from Joseph Bonaparte (King of Spain and King of Naples) and a direct descendant from Lucien Bonaparte (Prince of Canino and Musignano). Her great-great grandmother and namesake, Zenaide Bonaparte, elder daughter of King Joseph, married her first cousin Charles Bonaparte, son of Prince Lucien. Their daughter, Julie, who married a Roman Marquis, was the grandmother of Zenaide Giunta-Tremi's grandmother. She is also **countess of Fiume** (granting of the King of Italy) and **noble of the Ordine Piano** (a special noble title that her family received from the Pope).

Zenaide has a **degree in Law top of her class** at LUISS University in Roma and a **Master's degree in Communications** at "Le Sapienza" University in Roma. Until 2003, she was a **manager at Ambrosetti - The European House, an international management consulting firm for top executives**, based in Milan. She has also served as Secretary General of the "Alda Fendi Foundation" in Rome, assistant



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to the Mr Giancarlo Menotti - as President of the “Festival dei Due Mondi” (Festival of the Two Worlds), in Spoleto, and spearheaded public relations for the “Umbria Jazz” music festival in Perugia.

When, in 2005 **Le Torri di Bagnara Castles** came to light, delivering a “authentic first class hospitality” to all her guests became her passion and her main goal.

Zenaide is also **member of the Board of Directors of Confindustria Turismo - Umbria** (Italy’s Confederation of Industries, branch of Tourism, Umbria), a **member of the Board of Directors of AIDDA** (Association of Women Entrepreneurs and Corporate Executives), a member and former Italian Vice President of Associazione Laureati LUISS Guido Carli (Alumni Association of the private University of Confindustria), a member of the Rotary club “Perugia” (one of Italy’s oldest Rotary clubs), and a member of ADSI (Association of the Italian Historic Residences owners).

Zenaide speaks fluently English and French. She has a beautiful voice that has refined by studying music (both Opera and modern songs) and by taking diplomas in dubbing at the Fono Roma dubbing school and at Cinecittà Studios, in Roma.

In December 2018, **the book “How 57 Italian Entrepreneurs did it” of which she is the co-author, along with 56 other Italian entrepreneurs** the likes of Mirco Gasparotto (CEO of Arrowel), and with **the preface by Philip Kotler** (the father of the Marketing), has been published in Italy. It is a book for entrepreneurs, written by other entrepreneurs to spread that sound business culture which is so badly needed in Italy.

