

40 Under 40

Twenty years ago, the Philadelphia Business Journal came up with an awards program to recognize the city's brightest young professionals. Like the individuals it recognizes, the 40 Under 40 contest has earned a place in the business community by setting an ever-higher bar for itself.

From being a relatively unknown contest, the 40 Under 40 now routinely attracts several hundred top-flight nominations each year.

In selecting the best of them, we look for personal ambition coupled with

civic engagement, for credentials balanced with accomplishments. A record of success is necessary but not sufficient; the people who rose to the top were those who care about making Philadelphia a better place, too.

In a nod to the contest's anniversary, we asked this year's winners to imagine where they would be 20 years from now, and here's a tip: This generation will not be working into their 60s. If these folks have their way, the place to network in 2030 will be the beach.

— Sonja Sherwood, special reports editor

INEZ MARKOVICH

Age: 36.

Title: Shareholder.

Company: Deeb Petrakis Blum & Murphy, Philadelphia.

Type of company: Full-service law firm.

Education: Arcadia University, BA in political science (1996); Temple University School of Law, JD (1999).

Birthplace: Russia.

Residence: Huntingdon Valley.

LEADERSHIP

What helped you achieve early success?: The unwavering support of my family.

What has been the biggest defining moment in your career?: Seven years ago, I was involved in a complex Chapter 11 bankruptcy case with very seasoned counsel, where I took on

Where do you want to be in 20 years?

I would like to be eligible for **60 Under 60**, but still look like I'm eligible for 40 Under 40!

a leadership role that ultimately resulted in a successful resolution for my client.

What's your biggest professional accomplishment?: Recognition by my peers upon becoming a partner in my firm.

What's your biggest disappointment?: The inability to always successfully meet the challenges of being a working mother and finding the right work/lifestyle balance.

CAREER

Why did you choose your field?: The legal profession allows the opportunity to make a difference in people's lives.

Define your workplace philosophy: Demand excellence of yourself to be able to expect it from others.

COMMUNITY

How do you give back to the community?: I am one of the co-founders and directors of the Russian-Speaking Professionals Network of Greater Philadelphia, which is an organization that serves as a key resource for Russian-speaking and other professionals to build a foundation for their professional, community and social development. I am also a co-organizer and a member of the board of directors of Right Bank, which, once open for business, will be the first bank, not only in the Greater Philadelphia region but in the entire United States, to serve the Russian-American community. In addition, I support several local charitable organizations.

How does what you do improve quality of life?:

My legal assistance to financial institutions to find successful solutions in troubled credit situations ultimately contributes to the stability of the credit market during difficult economic times, benefiting the community as a whole. In an expanding economy, I contribute to economic growth by advising banks and other lenders on various aspects of lending decisions.

LIFE LESSONS

How do you ensure your continued growth?: By directly facing and rising to the occasion of life's different but constant challenges.

What's the one thing you'd do over if you could?: Nothing.

What's the best advice you've received?: "Cherish your family, take care of your health, and don't be afraid of anything," — my father.

What's the worst advice you've received?: Many years ago, someone told me that if you are truly talented and hard-working, you don't need to network to become a successful lawyer. Fortunately, I was able to recognize the importance of networking relatively early on in my career, so this bad advice did not leave any permanent damage.

What's your advice to the next generation?:

Believe in yourself, never stop learning, and don't be afraid to rely on people who believe in you.

PERSONALITY

Preferred type of music: Classical, some alternative bands.

Favorite movie: "The Irony of Fate, or Enjoy Your Bath!"

Must-watch TV show: "Entourage."

How do you unwind?: Read books; spend time with my family and friends.

Favorite motto: Life is short; eat dessert first.

What kind of car do you drive?: Lexus GS 350.

