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NEW YORK BUSINESS

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40 UNDER FORTY

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Meet the class of 2022

New York is a city full of people who aren't afraid of hard work, and the young professionals on the following pages are no exception. They are pioneering new ways to network and get around the city, breaking ground in entertainment and politics as well as helping other entrepreneurs in their quest to find funding. They are also championing the causes of New Yorkers who don't always have a voice, working to boost access to food, mental health care, housing and internet connectivity for all.

Crain's 2022 class of 40 Under 40 honorees will inspire and motivate you. But mostly, they will leave you confident that the future of our city is in highly capable, hardworking hands.

— TELISHA BRYAN, MANAGING EDITOR

Lena Konanova, 39

Founding partner,
Selendy Gay Elsberg

Lena Konanova knows firsthand the costs of living in a society without the rule of law. Fleeing religious persecution, she immigrated to the United States from a part of the former Soviet Union, now Ukraine, when she was 9 years old.

Today Konanova is a founding partner of the four-year-old litigation boutique Selendy Gay Elsberg. She joined the firm in 2018 with a group of fellow partners from Quinn Emanuel.

"It was a chance to build a firm from the ground up with the most talented litigators," said Konanova, who is responsible for Selendy Gay's recruiting and training programs, in addition to casework. "I care deeply about the legal community and making it a more equitable place."

Konanova's clients include the liquidators of Fairfield Sentry, one of the largest feeder funds in the Madoff Ponzi

scheme. They are seeking to recover \$6 billion of redemption payments from financial institutions. In this matter, Selendy Gay and co-counsel are suing more than 1,000 defendants in approximately 300 cases.

"We are up against many of the best law firms in the country," Konanova said. "I am proud of the army our firm has built."

In a suit against student loan servicer Navient, Konanova successfully represented public service workers who allegedly were misled about how to qualify for loan forgiveness. She also secured a settlement against the U.S. Department of Education for its failure to properly implement the Public Service Loan Forgiveness program.

"As a lawyer," she said, "I'm committed to holding institutions and government accountable."

— DIANE HESS



**selendy
gay
elsberg**