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Aug. 29, 2007

40 Under 40 Honoree: Pedro De Armas, CPA — 37

Partner, Verdeja & De Armas, LLP, Coral Gables, FL

EDUCATION: BS, MS Accounting — Florida International University

FAMILY: Wife Maritza; Children Peter (11), Megan (7)

HOBBIES & INTERESTS: Rollercoaster enthusiast, mountain hiking, whitewater rafting, little league coach

PROFESSIONAL AFFILIATIONS: AICPA, FICPA, Co-Chair United Way of Miami-Dade County Community Investment Committee, former VP Cuban American CPA Assn.

What's the one piece of technology that MOST helps you get through your normal workday?

“MS Outlook. The electronic calendar feature really helps me stay on top of my appointments, especially on Sunday evening when I start thinking about my Monday appointments. It is hard to disconnect given the increase in technology and connectivity, but I do. I have not allowed myself to fall into the mobile e-mail ‘BlackBerry’ world yet. I love the technology but have chosen to follow my wishes to leave the office at the office. I do not know how long I can keep doing that.”

What will be the biggest change over the next five years in the ways tax and accounting firms operate?

“Growth! Managing your firm’s growth will be the most challenging part of the practice. Locally, in South Florida, there are firms that have grown

and more than doubled in size. This allows them to play and compete on the same

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storage capacity and access to those records by our clients will be a challenge in the following years.”

What Pedro's peers had to say about him:

Pedro became a named partner of Verdeja & De Armas, LLP at only 32 years old. His firm has become one of the largest local firms in South Florida. The firm audits over 50 large not-for-profits in South Florida and has made not-for-profits its niche. Pedro spends his time involved in the community through his work in a number of Boards including United Way. Pedro is also a part-time baseball coach to his son and is a genuine and sincere person. He has been able to help grow the firm two-fold in less than four years and has been honored by FIU and through various organizations.

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Technology

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