

Celebrating 22 Years of Dedication at Endeavour: Irasema's Journey of Growth and Expertise

In the heart of every successful company lies a team of dedicated individuals, at Endeavour Solutions, Irasema Lujan stands out among the rest, embodying the essence of commitment and expertise. As we celebrate Irasema's remarkable 22 years with us as a GP consultant, it's not just a milestone; it's a testament to her unwavering passion and contribution to our company's journey.

Irasema's story began in Venezuela, where she started a career as a special education teacher. Over time she ventured further, establishing an aftercare centre for special needs children all while managing the finances of her husband's business.

After a few years, life led her and her husband to Canada in search of new opportunities where Irasema pursued a graduate degree in Accounting, laying the foundation for her future endeavours (Pun intended). Soon after, she joined a company in Toronto as a Controller which was coincidentally partnered with Endeavour Solutions. Meeting Terry Sunderland and having an existing friendship with fellow Venezuelan, GP consultant Thargelia Romeo, Irasema was inspired to join Endeavour.

Following in Thargelia's footsteps, starting with Endeavour as an internal Accounting and Office Manager, Irasema quickly became certified as a Microsoft Dynamics GP consultant. Armed with her corporate end-user experience and GP certifications, Irasema quickly gained a taste for consulting and has embraced every challenge with enthusiasm, and charisma ever since.

Irasema comments that a lot has changed in the world of Dynamics GP consulting over the years.



Earlier in her career she would be traveling across the world implementing Dynamics GP face-to-face with clients in South and Central America. With the maturity of the Dynamics GP platform and the seismic shift to hybrid working post-pandemic, she finds herself in a virtual setting advising clients on ways to continue their Digital Transformation while staying on GP through annual upgrades and process enhancements.

Throughout her tenure, Irasema's impact on Endeavour has been profound. From project management to consultancy and support, she has been a cornerstone of our success, driving initiatives forward with precision and insight. While the nature of her job may have evolved over the years, her passion for excellence and client satisfaction remains unwavering. Irasema shares that "putting your heart into everything you do, with passion, integrity, excellence" as a key to a successful career.

Today, Irasema finds joy in the intricacies of her role, from overseeing Dynamics GP upgrades to undertaking process enhancements. “It’s the moments of client feedback that truly resonate with me, serving as a reminder of the meaningful connections forged throughout the week”.

Beyond her professional activities, Irasema envelops herself in the simple pleasures of life. Whether immersing herself in the pages of a captivating book, exploring new destinations around the globe, or

cherishing precious moments with her four grandchildren, she embraces every experience with boundless faith and enthusiasm.

As we celebrate Irasema's 22 years at Endeavour, we extend our heartfelt gratitude for her unwavering devotion, proficiency, and passion. Her journey is not just a reflection of her individual achievements but a testament to the collective spirit of our entire organization. Here's to many more years of growth, success, and shared accomplishments at Endeavour.

“Putting your heart into everything you do, with passion, integrity, and excellence”

Irasema Lujan

