

**Tabasum Lutfi**

Chief Operating Officer  
TriVision, Inc.

Tabasum Lutfi is the Chief Operating Officer at TriVision, an award-winning marketing and media communications company specializing in creative services and brand advertising for digital, print and broadcast media. In that role, Tabasum oversees all client relations and company operations, and supports the overall process of management and corporate decision-making.

With nearly 15 years of experience in marketing, Tabasum leads all of TriVision's public relations and social media campaigns to ensure their brand message is consistent and relevant. Tabasum also spearheads key business development initiatives for TriVision, with an emphasis on business capture. Thanks in part to her efforts, TriVision has won several awards and nominations in the Washington DC regional business community, including being an honoree in the 2017 Washington Business Journal Family-Owned Business Awards, as well as being placed in the WBJ Book of Lists Top 10 Media Production Companies and Top 20 Design and Visual Art Firms.

Tabasum also manages cross-platform advertising and marketing campaigns for TriVision's clients, which range from small to large organizations in various industries, including IT, health, academic, retail, financial, non-profit, and government.

Some notable projects Tabasum has been involved with include the rebranding of the Exim-Import Bank of the United States, the integrated marketing campaign for the United States Department of Commerce to promote U.S. exports, and Afghan Women's Rights, a nationwide strategic messaging and communications campaign for the U.S. Department of State, with the mission to empower Afghan women and improve perceptions of their rights and contributions in Afghan society.

Tabasum currently serves on the Marketing & Communication Advisory Council of the Northern Virginia Chamber of Commerce, as well as is on the Dulles Executive Women for the Dulles Regional Chamber of Commerce. She is also the Marketing Advisor on the Homaira Rahman Foundation, a U.S.-based 501 c3 non-profit organization, in which she has played an instrumental role in the establishment and funding of a school for orphan children of Afghanistan.

Tabasum graduated from George Mason University, double majoring in Marketing and Decision Sciences and Management Information Systems with a minor in Information Technology.