



TRISCHIA KHOURI

CDO & CO-FOUNDER

Trischia Khouri is the Co-Founder and Chief Digital Officer (CDO) of Mahjee, where she provides strategic leadership in defining and executing the company's digital and marketing vision. With a focus on innovation, sustainability, and technological excellence, Trischia is responsible for driving the digital transformation of Mahjee's brand and operations while ensuring its mission of advancing smarter, safer, and more sustainable water management solutions reaches a global audience.

In her capacity as CDO, Trischia oversees the integration of digital technologies across Mahjee's marketing, communications, and customer engagement platforms, positioning the company at the forefront of the water management industry. Her leadership has been instrumental in crafting compelling narratives that highlight Mahjee's unique value proposition, including its advanced IoT connectivity, industrial-grade hardware, and sophisticated software platforms.

Trischia's expertise lies in leveraging innovative campaigns and strategic partnerships to build brand equity and expand market influence. She ensures Mahjee's initiatives align with global decarbonization goals and sustainability priorities, reinforcing the company's position as a leader in fostering a future where water resources are abundant, safe, and accessible to all.

With an extensive background in marketing, brand development, and digital strategy, Trischia has a proven track record of driving organizational growth and elevating brand visibility in competitive markets. Before co-founding Mahjee, she held leadership roles where she developed and executed high-impact digital strategies, gaining a reputation for her ability to translate visionary ideas into actionable, results-driven campaigns.

Trischia holds degrees in Master's in Computer Resources and Information Systems and Master's in Business Administration, equipping her with a robust foundation in strategic planning, consumer insights, and market dynamics. Her unwavering commitment to sustainability and innovation extends beyond her professional role, as she actively champions initiatives that promote environmental stewardship and sustainable business practices.

Under her leadership, Mahjee continues to transform its digital and marketing landscape, ensuring the company's innovative solutions resonate deeply across diverse industries and geographies. Trischia's forward-thinking approach and strategic insight remain pivotal to Mahjee's mission of redefining global water management for a more sustainable future.



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