



EMORY
UNIVERSITY
SCHOOL OF
MEDICINE

Department of Psychiatry

Barbara O. Rothbaum, PhD, ABPP

Professor in Psychiatry

Director, Emory Veterans Program and Trauma & Anxiety Recovery Program

Paul A. Janssen Chair in Neuropsychopharmacology

February 27, 2022

Dear Emory Colleague:

It is my pleasure to recommend Atticus Graybill for Director of Creative Services at the Goizueta Business School. I am a Professor of Psychiatry and Associate Vice Chair of Clinical Research at the Emory University School of Medicine's Department of Psychiatry and Behavioral Sciences and the Paul A. Janssen Chair in Neuropsychopharmacology.

In 1996, I founded Virtually Better (an Emory/Georgia Tech start-up and my conflict of interest!), a company that pioneered virtual reality applications for mental health. For 15 years, Atticus directed and produced extensive videos that were incorporated into virtual reality environments, games, and training for mental health at Virtually Better. Most recently he won the contract and produced high-quality training videos to provide means for consistent, structured training in the core competencies of PE (Prolonged Exposure Therapy) consultation for the Emory University School of Medicine PE Consultation Program. It was a pleasure working with him throughout the process.

As director/producer, Atticus has a unique talent in taking a project from concept to delivery. He is a dedicated strategist who excels in determining client needs and producing solutions to meet customer criteria. His specialties include the overview of client goals through final delivery and account services. Atticus is an enthusiastic leader who collaborates with his team while always keeping client budget and objectives in mind to deliver customer expectations on time.

Atticus has unique conflict resolution and interpersonal skills with the added ability to make creative decisions while analyzing and solving problems. He will make an excellent addition to your team.

With respect,

A handwritten signature in black ink, appearing to read 'Barbara O. Rothbaum'.

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