

Najib Attieh

Graphic Design Manager- Office of University Publication

Najib Attieh's file has a substantial set of recommenders ranging from the Vice President for Development to customers that Najib has served in the past years. The interview with his supervisor stressed the idea that Najib is an outstanding employee who is willing to go to any length to satisfy his customers which come from campus or the medical center. During his interview Najib demonstrated humility while giving strong examples to demonstrate his commitment to customer service.

Customer service beyond the call of duty:

Mr. Najib Attieh has been an invaluable contributor to the enhancement of the Office of the Vice President for Regional External Programs' marketing strategy. For the past two years he has worked with members of the REP office. Najib has taken the lead in redesigning two websites, annual reports, information catalogues, and several advertisements for the print media for the REP Office. In addition to Najib's high level of creativity and dedication, it is his unwavering commitment to customer satisfaction that is his most outstanding characteristic. This is exemplified in his constant efforts to go beyond the call of duty. For example, in October 2007 the REP Office was producing its first extensive annual report to be distributed to the Board of Trustees. To ensure that the job would be completed correctly Najib went to the printer late in the evening to explain the exact specifications required.

Najib will do his best to perfect his work – whether it involves climbing on the roof of the physics building to take a perfect photo of Maingate or visiting a printer to make sure their monitors are calibrated properly with AUB's for optimal printing results.

Creativity and innovation leading to increased customer satisfaction, efficiency of operations and/or effectiveness of processes:

Najib is a master of creativity and innovation. For example, after REP completed a high-visibility project with the Iraqi Ministry of Health that was sponsored by the World Bank, Najib designed the template for the project's final report. This was the first time for REP to develop a professionally laid out project report and Najib was determined to make it something that would highlight the University, and particularly the Faculty of Medicine, while incorporating the Iraqi context. In doing so Najib designed a report that was highly praised by the representatives of the Iraqi Ministry of Health and VP Cortas's Office. Najib has been a critical element in the high level of customer satisfaction (AUB consultants & external clients) that REP has enjoyed.

Najib's creative work speaks for itself. His work is scattered and displayed throughout campus – including MainGate Magazine, no-smoking campaign around campus, AUBMC's signature advertising campaign, and literally hundreds of other publications that represent all quarters of our campus and the hospital.