

The AMA Irwin/McGraw-Hill Distinguished Marketing Educator Award is designed to be the highest honor a marketing academic can receive. Recipients are universally acknowledged for their extensive contributions to the marketing discipline. As a member of the search committee chaired by Mike Hanssens, it is my pleasure to introduce Valarie Zeithaml, the recipient of the 2009 AMA Irwin/McGraw-Hill award. Valarie is a triple threat – an outstanding scholar and instructor who also makes considerable service contributions to our discipline. She is the Tim Tebow of marketing academe.

Valarie's research on services marketing and customer service has focused attention on a critical aspect of marketing and provided a foundation for research in the area. Her research has been recognized with many awards including an O'Dell award from *JMR*, the Paul Root Award (for the article that contributed most to marketing practice) Maynard Awards (for the article that contributed most to marketing theory and thought), the Berry book prize, the Converse award for life-time achievement as well as the Academy of Marketing Science and AMA Service Sig awards for lifetime achievements.

And there a number of other awards I cannot list in my two minutes. This plethora of awards Valarie has received attest to her intellectual contributions and stature in the marketing. Her research has been cited over 7,000 times in the social science index, an amazing achievement.

On top of all of that, Valarie is also an outstanding teacher winning distinguished teaching awards at Texas A&M, Maryland, Duke, and North Carolina. She chaired ten doctoral dissertations. Along her many service contributions are chairing the marketing department, serving as Senior Associate Dean and MBA Associate Dean at North Carolina. She also served on the Board of Directors of the American Marketing Association and was an Academic Trustee of the Marketing Science Institute.

An outstanding record of achievement and she is still in her groove. I am please to present the award to Valarie.