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[Valarie Zeithaml is a marketing professor and author. She is the David S. Van Pelt Family Distinguished Professor of Marketing at Kenan-Flagler Business School, University of North Carolina at Chapel Hill. Zeithaml is an expert in the area of services marketing and service quality.](#)

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Valarie Zeithaml is an award-winning teacher and researcher, and an internationally recognized pioneer of services marketing. Dr. Zeithaml has researched customer expectations in more than 50 industries. She has consulted with service and product companies, including IBM, Kaiser Permanente, GE, John Hancock Financial Services, Aetna, AT&T, Metropolitan Life Insurance, Bank of America, Chase ...

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