

Are you serious about:
Finding products to sell?



Skip McGrath's
**Wholesale
Buying
System**
Not just a
book or list

Sponsor

- [Home](#)
- [Blog](#)
- [Forums](#)
- [AuctionBytes TV](#)
- [ABU Back Issues](#)
- [COOL TOOLS](#)
- [Calendar](#)
- [Collectors' Links](#)
- [eBay Promo History](#)
- [Bookshelf](#)
- [Fraud Resources](#)
- [Auction Site Fees](#)
- [Auction Management](#)
- [Payment Services](#)
- [Storefronts Chart](#)
- [Sniping Chart](#)
- [Consignment](#)
- [Services](#)
- [Ecommerce](#)
- [Resources](#)
- [Photo Tips](#)
- [Marketing Inserts](#)
- [Bill the Postman](#)
- [Yellow Pages](#)
- [Classifieds](#)
- AUCTIONBYTES**
- [Our Writers](#)
- [Write For Us](#)
- [Partners](#)

Auctionbytes-NewsFlash, Number 1483 - February 27, 2007 - ISSN 1539-5065

David Yaskulka to Head New eBay Charity Program at Kompolt

By [Ina Steiner](#)
[AuctionBytes.com](#)
February 27, 2007



Kompolt, a cause-marketing agency that runs charity auctions on eBay, announced that David Yaskulka has joined the agency as Vice President of Product Marketing. Yaskulka will lead a new product marketing practice for the agency.

Founder and President Jenny Kompolt said, "Kompolt is about promoting brands and building brand trust through high-impact philanthropy. David brings considerable expertise in these areas, but most importantly, his passion and experience as one of eBay's top product sellers will bring a new dimension to our work."

Yaskulka will help clients with large product launches, direct sales, and closeout sales. Yaskulka served nearly 20 years as Chief Marketing Officer for PR and ad agencies and leading nonprofit groups (serving clients from Ben and Jerry's to HP and Cisco). In 2002, he and his wife Debbie started Blueberry Boutique, which became the world's largest shirt and tie seller on eBay. He serves as Marketing Chair for the Professional eBay Sellers Alliance, speaks widely on eBay cause marketing, advises Wall Street firms on ecommerce trends, and helps grow product marketing for eBay Giving Works' nonprofit partner MissionFish. His BA in philosophy is from Williams College.

Kompolt recently announced that it has raised over \$9 million for charity, including more than \$1 million in the fourth quarter of 2006. The company has run campaigns for celebrities such as Jay Leno, Martha Stewart and Warren Buffett, and has also managed campaigns for brands and retailers such as HP, Intel, Levi's, Mattel, Casio, The Home Depot, Saks Fifth Avenue, Bloomingdale's, Limited Brands and Neiman Marcus.

[What do you think of eBay's new Feedback 2.0? Take this online survey.](#)

Shop!

Sponsors

[Press](#)
[Advertising](#)
[About Us](#)
[Link To US](#)

<http://www.kompolt.com>

[Email this story to a friend.](#)

Ads by Google

[Previous Story](#) || [Next Story](#)

[Discuss this story in our forums.](#)

Related Stories

[Site Index](#)

Copyright 1999-2007. Steiner Associates LLC. All rights reserved