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## **FOR IMMEDIATE RELEASE**

### **cMARKET NAMES HARVARD BUSINESS PROFESSOR TO ADVISORY BOARD. Malhotra brings expertise in charity auctions, business negotiations and leadership.**

CAMBRIDGE, Mass., May 9, 2006— Negotiations expert and Harvard Business School Assistant Professor Deepak Malhotra recently was named to the advisory board of Cambridge-based cMarket, Inc., the leading provider of full service online auctions to support non-profit causes.

Comprised of business leaders in the non-profit, educational and technological sectors, the advisory board provides strategic feedback to cMarket management and liaises among key constituencies.

Malhotra has done extensive research on charity auctions and on trust development with focus on behavioral aspects of decision making in competitive environments. He is especially interested in how escalation of commitment, competitive arousal, and auction fever affect decision-making in an auction environment.

“We are impressed by Deepak’s wealth of knowledge and distinguished reputation in the field, and particularly by his keen interest in fundraising auctions,” said cMarket CEO Jon Carson. “His contributions to the advisory board will advance cMarket’s work with nonprofit clients and causes by helping to identify key motivators in online auctions.”

Malhotra holds a Ph.D. in Management and Organizations from the Kellogg School of Management at Northwestern University, where he was a research/teaching fellow. Since 2002, he has taught negotiation courses at Harvard Business School in the MBA program and in a wide variety of executive programs including the Advanced Management Program, the Owner/President Management Program, Changing the Game, and Families in Business.

Malhotra also provides training and consulting on the topics of negotiation, leadership, strategic decision-making, and trust development to firms in a multitude of industries, including non-profits, banking, education, healthcare, information technology, media, newspapers, retail, and telecommunications.

He has been published in top journals in the fields of management, psychology, and conflict resolution and has won numerous awards for both his teaching and his research. In 2003, he was named a finalist for the Academy of Management’s prestigious William H. Newman Award for his dissertation. Malhotra is currently writing a book on negotiation, to be published by Bantam Books in 2007.

#### **About cMarket**

cMarket is the leading on-demand, online auction platform solely for organizations engaged in fundraising for non-profit causes. With more than 1,000 customers, online auctions powered by cMarket.com have generated funding successes by allowing organizations, both large and small, to

identify new sources of income and, at the same time, build mission awareness and heightened caring for the cause.

cMarket services national non-profit organizations such as United Way, JCC, Junior Achievement, Catholic Charities, The PTA, and the American Red Cross. cMarket also works with companies including Ford, Deloitte & Touche, Kimberly-Clark and General Electric to raise funds for their non-profit causes.

cMarket, which was founded in 2003, has headquarters in Cambridge, Mass. For more information, visit [www.cmarket.com](http://www.cmarket.com).