

Corporate Bios

Creatively Classic Activities and Books, LLC, DBA The LumiStella Company

Chanda Bell

Founder, Co-CEO, and Chief Creative Officer | The Lumistella Company
Author, Executive Producer and Director

Chanda Bell is the co-CEO of The Lumistella Company and the creative powerhouse behind the vision of Santa's North Pole. Co-author of *The Elf on the Shelf: A Christmas Tradition*, and the author of multiple best-selling books including those created for the Elf Pets franchise, she guides the company's creative content across platforms to support the corporate vision. She serves as the chief storyteller for Santa Claus, writing and directing animated content for her co-owned subsidiary, Scout Elf Productions, LLC, where she also serves as an executive producer.

Christa Pitts

Founder, Co-CEO, CMBDO | The Lumistella Company

Celebrating 15 years as the co-CEO of The Lumistella Company, Christa Pitts guides the company's global portfolio by heading up business development and key strategic marketing initiatives. A sought-after sales and marketing guru, she drives global partnerships and business opportunities forward to further the company's vision, while governing the operational facets of the business. Pitts also serves as co-owner and executive producer of the company's subsidiary, Scout Elf Productions, LLC.

Carol Aebersold

Founder | The Lumistella Company
Co-author of *The Elf on the Shelf: A Christmas Tradition*

Carol Aebersold is co-founder of The Lumistella Company and the co-author of *The Elf on the Shelf: A Christmas Tradition*. An active member and advisor to the University of Tennessee, her alma mater, Mrs. Aebersold is a sought-after public speaker who motivates fans of all ages with her rags to riches story. She is the co-owner and executive producer of Scout Elf Productions, LLC., the subsidiary entertainment production company behind the Elf Pets® animated specials.

Mike Champion

President and Chief Legal Officer | The Lumistella Company

Mike Champion is the president and chief legal officer of The Lumistella Company. A strategic business leader, he is the architect of business and legal strategies which have created a globally recognized intellectual property portfolio for the company. In his role as president, Mr. Champion provides strong cross-functional leadership to the organization, engenders a deep understanding of the brands within the company and oversees the seamless execution of the corporate vision. Mr. Champion is also the vice president and secretary of the company's subsidiary Scout Elf Productions, LLC.

Regan Holroyd

Chief Administrative Officer | The LumiStella Company

Regan Holroyd is The Lumistella Company's chief administrative officer. She serves as chairperson of the company's leadership team and is an active member of the company's executive team. In her role as CAO, she ensures company resources, policies, procedures, systems and business objectives align to support the company's strategic initiatives.