



# Corporate Bios

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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**

Christa Pitts is the co-CEO of The Lumistella Company, the powerhouse bringing Santa's North Pole to life through consumer products, engaging brand experiences and original entertainment. Pitts advances the company's strategic business operations, including sourcing and production, quality, international expansion, logistics, sales, and vendor relationships. She is also executive producer and co-owner of the 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. As 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 Operating Officer | The Lumistella Company**

Regan Holroyd is The Lumistella Company's chief operating officer. In her role as COO, she oversees the company's internally focused operational and administrative functions, ensuring alignment with the company's strategic initiatives. She serves as chairperson of the company's leadership team and is an active member of the company's executive board.