



Corporate Bios

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

Chanda Bell

Founder. Co-CEO. Santa's Chief Storyteller.

Chanda Bell was once a beloved middle school English teacher. Now, she is the visionary founder and co-CEO of The Lumistella Company, home to the author-published phenomenon, *The Elf on the Shelf: A Christmas Tradition* book, whose main character has secured status as a "Top 5 holiday character" alongside legendary favorites Rudolph and Santa Claus*!

Often compared to Walt Disney, she is the driving force behind all product development, entertainment, and new initiatives. Today, Chanda is lovingly referred to as "Santa's Chief Storyteller," doing something no other creative author has ever done—reshaping the way we celebrate the Christmas season!

Over the years, she has brought Santa's world to life with a Netflix partnership, launched a traveling holiday musical, and designed a The Elf on the Shelf brand Scout Elf character balloon in the Macy's Thanksgiving Day Parade®. Today, more than 25 million homes have embraced her magical Christmas characters.

Forever an author at heart, Chanda derives immense joy witnessing the profound impact her stories have had on families.

*Source: Independent study commissioned by CCA and B, LLC aka The Lumistella Company and conducted by Beano Brain. Nov 2022 – Feb 2023. US based. Demographic: Women 25-49 with Kids 3-9.

Christa Pitts

Founder. Co-CEO. Brand Builder.

Christa serves as the co-CEO and founder of The Lumistella Company, a dynamic enterprise behind the enchanting brand, The Elf on The Shelf. Under her strategic leadership, more than 25 million The Elf on the Shelf brand Scout Elves, Elf Pets, and Elf Mates have been adopted in 24 countries.

Considered a scion in branding, Christa's journey began as a QVC Program Host. During this time, she honed in on her expertise in developing authentic brand buzz.

This wealth of knowledge proved invaluable when she joined forces with her mother and twin sister to share their cherished family Christmas tradition with the world.

Today, Christa is a sought-after keynote speaker and TV media personality who has been featured hundreds of times on prominent platforms and stages, including the TODAY Show, Forbes and The Wall Street Journal. In 2023, she was named the Southeast Ernst and Young Entrepreneur of the Year®.

Christa is an entrepreneur who embodies the spirit of breaking barriers, and redefining what it means to lead with passion, resilience, and unwavering dedication.



Carol Aebersold

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

Carol Aebersold is the co-founder of The Lumistella Company and a best-selling author. First thrust into the spotlight when her debut title, *The Elf on the Shelf: A Christmas Tradition*, skyrocketed to fame as a self-published book, Carol's creation has become a beloved holiday tradition the world over.

Touted by Hollywood elites like Mark Wahlberg, Drew Barrymore and the entire Kardashian clan for her creation, she's been a featured guest on the *Today Show*, *Rachel Ray*, and *The Talk*, as well as on Fox News and CNN.

She is a highly sought-after business and community speaker, a member of the University of Tennessee, Knoxville (UTK) Alliance of Women Philanthropists, and on the UTK Alumni Board of Directors.

When she is not supporting Santa and his Scout Elves, Carol enjoys theatre, music, reading, writing, and time with her family.

Mike Champion

President | The Lumistella Company

Mike Champion is the President of The Lumistella Company, the global IP powerhouse behind The Elf on the Shelf and Elf Pets brands, bringing Santa's North Pole to life. Champion serves as architect of the innovative legal and business strategies that drive company growth and protect the company's international interests, in addition to providing both strategic and direct oversight of corporate administrative functions.

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.