



Inc. Names Christa Pitts and Chanda Bell, Co-Founders and Co-CEOs of The Lumistella Company, to Its 2025 Female Founders 500 List

Inc.'s eighth annual Female Founders list highlights the nation's top business leaders

ATLANTA, GA (March 11, 2025) – Inc., the leading media brand and playbook for the entrepreneurs and business leaders shaping our future, today announced its eighth annual **Female Founders list**, honoring a bold group of 500 women whose innovations and ideas are leading their industries forward. Among this year's distinguished honorees are Christa Pitts and Chanda Bell, co-founders and co-CEOs of [The Lumistella Company](#), the powerhouse company behind The Elf on the Shelf® and Santaverse™.

Each year, Inc. editors review thousands of applications highlighting female founders who are challenging the status quo and tackling some of the world's biggest problems, and cull applicants through three rounds of judging, looking specifically at an entrepreneur's bona fides in the past year. Criteria include quantifiable metrics such as revenue, sales, revenue growth, funding, and audience size. Inc. also looks for qualitative metrics including social media momentum and stories of impact.

Honoree selection is also honed through the evaluation of the program's advisory board: Cate Luzio, founder and CEO of Luminary; Dany Garcia, founder, CEO, and chairperson of the Garcia Companies; Pinky Cole Hayes, founder and CEO of Slutty Vegan; Anu Duggal, founding partner at Female Founders Fund; Katherine Power, serial entrepreneur and partner at Greycroft; Tiffany Dufu, president of the Tory Burch Foundation and founder of the Cru; and Kay Koplovitz, co-founder and chair at Springboard Enterprises, founder of USA Network.

"Being named to Inc.'s Female Founders 500 list is an incredible honor and a testament to the power of storytelling, tradition, and entrepreneurship. We are proud to be part of a community of female founders who are shaping the future through creativity, resilience and innovation," said Christa Pitts. "From the very beginning," Chanda Bell added, "our mission has been to create joyful family moments. This recognition celebrates not only our journey but also the millions of families worldwide who have welcomed our stories into their homes."

The founders cross all industries and bring with them unique stories of success from each stage of the entrepreneurial journey — from startup to going public, being acquired by big buyers, or spending decades at the helm of an organization.



Over the past two decades, The Lumistella Company has grown from a single storybook, *The Elf on the Shelf: A Christmas Tradition*, into a global holiday phenomenon, capturing the hearts of families worldwide. Originally founded in 2005 by twin sisters Chanda Bell and Christa Pitts, with their mother, Carol Aebersold, the company has flourished under Bell's and Pitts' leadership, expanding beyond The Elf on the Shelf® to include Elf Pets®, Elf Mates®, and Santaverse, an ever-growing storytelling universe with a debut novel, *The Rise of Nicholas the Noble*, set for release in September 2025. Through their visionary storytelling, strategic brand-building, and commitment to immersive holiday experiences, Bell and Pitts have propelled The Lumistella Company's portfolio brands into household names. Today, 31.3 million+ Scout Elves, Elf Pets®, and Elf Mates® have been adopted across 26 countries on five continents, bringing the magic of Christmas to homes around the world. With 90+ global licensees, the brand's reach extends across apparel, games, home décor, consumables, promotions, and experiential activations, ensuring that the holiday spirit is more accessible than ever.

Driven by their passion for spreading joy, imagination, and tradition, Bell and Pitts have spearheaded The Lumistella Company's expansion into entertainment, digital media, and large-scale brand collaborations. Their leadership has led to The Elf on the Shelf® becoming the #1 most searched product on Amazon in December 2024 and amassing a social media following of 8.6 million+ fans worldwide. Since 2012, the company has also been a proud participant in the Annual Macy's Thanksgiving Day Parade®, reinforcing its place in beloved holiday traditions. Bell and Pitts have also led the creation of four Netflix animated specials, extending the brand's storytelling to millions of families. With a growing team of 117 employees, they continue to innovate, expanding the company's global footprint while staying true to their mission of creating magical family moments. As The Lumistella Company marks its 20th anniversary, Bell and Pitts remain dedicated to building an enduring holiday legacy that will inspire generations to come.

"Female founders know what struggle is, but they're also experts of improvisation, adaptability, and creativity. The women featured on this year's list exemplify these qualities. Through times of uncertainty, their unwavering dedication and steadfast leadership are not only inspiring but vital to driving progress," said Inc. executive editor Diana Ransom.

About Inc.

Inc. is the leading media brand and playbook for the entrepreneurs and business leaders shaping our future. Through its journalism, Inc. aims to inform, educate, and elevate the profile of its community: the risk-takers, the innovators, and the ultra-driven go-getters who are creating the future of business. Inc. is published by Mansueto Ventures LLC, along with fellow leading business publication Fast Company. For more information, visit www.inc.com.

**About The Lumistella Company**

CCA and B, LLC d/b/a The Lumistella Company is the company behind The Elf on the Shelf® Santaverse™, the official source for the stories of the enchanted world of Santa Claus. Family-owned and women-led since 2005, the company's portfolio includes a number of iconic Christmas brands, including: The Elf on the Shelf, Elf Pets, and Elf Mates. As a global company operating in 26 countries, on 5 continents with 90+ licensees, our purpose is to make joyful family moments possible around the world. To learn more about The Lumistella Company, please visit <https://lumistella.com/>.