

## CCA and B, LLC

### Executive Bios

#### **Chanda Bell**

**Founder and Co-CEO | Creatively Classic Activities and Books (CCA and B, LLC)**  
**Author, Executive Producer and Director**

Chanda A. Bell is an American entrepreneur, writer and director from Atlanta, Ga., best known for co-authoring the beloved *The Elf on the Shelf: A Christmas Tradition*. She is the co-CEO and creative force behind the international consumer products and entertainment company CCA and B, LLC, where she runs the entire brand experience, as well as character, story and lore development for Santa Claus and the North Pole. Additionally, she leads product development, digital, licensing and consumer marketing. Bell continues to write holiday-focused and family-friendly stories, which have helped launch the Elf Pets® franchise and catapult her vision of Santa's North Pole to iconic pop culture status.

Realizing that her stories and products bring the North Pole to life for children, Bell, along with her family, formed Scout Elf Productions™ in 2017. With this new entertainment venture, Bell is writing, producing and directing new tales that tap into children's imaginations and showcase Santa's North Pole, including the animated specials *Elf Pets: Santa's St. Bernards Save Christmas* as well as the upcoming *Elf Pets: A Fox Cub's Christmas Tale*, planned for release in 2019.

#### **Christa Pitts**

**Founder and Co-CEO | Creatively Classic Activities and Books (CCA and B, LLC)**

Christa Pitts is the co-CEO of CCA and B, LLC., the Atlanta-based company that launched The Elf on the Shelf®. Under Pitts' leadership, the company has grown from a fledging publishing start-up to its status as an internationally recognized resource for children's holiday toys, traditions, and entertainment. A strategic business leader, she oversees the company's operations, including sourcing and production, sales, marketing and supply chain. She has expanded the product line to over 150 products and directed movement of the company's merchandise into nine international markets.

Pitts is the co-founder and executive producer of Scout Elf Productions™, where she served as the executive producer of the 2018 animated special *Elf Pets: Santa's St. Bernards Save Christmas*. She is currently serving as an executive producer for the new animated special *Elf Pets: A Fox Cub's Christmas Tale*, set to release in 2019.

#### **Carol Aebersold**

**Founder | Creatively Classic Activities and Books (CCA and B, LLC)**  
**Co-author of *The Elf on the Shelf: A Christmas Tradition***

Carol Aebersold is the award-winning co-author of the best-selling book *The Elf on the Shelf: A Christmas Tradition*, as well as several board books. For several weeks each year, Aebersold serves as a spokeswoman for the North Pole, traveling nationally—and sometimes internationally—in support of her books, providing children with a direct line to Santa. She is a co-owner and executive producer of Scout Elf Productions™, the subsidiary production company to CCA and B, LLC.