

# Corporate Bios

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## **Chanda Bell**

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

**Author, Executive Producer and Director**

Chanda Bell is co-CEO of Creatively Classic Activities and Books, LLC, the powerhouse behind the best-selling *The Elf on the Shelf: A Christmas Tradition*. She guides the vision and alignment of the brand's creative content with the generative work of its teams, bringing the North Pole to life for families around the world. An established author, Bell also leads product and entertainment development across multiple platforms and is co-owner and executive producer of the subsidiary Scout Elf Productions™.

## **Christa Pitts**

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

Celebrating 15 years as the co-CEO of Creatively Classic Activities and Books, LLC, Christa Pitts advances the strategic business operations of The Elf on the Shelf® related company of brands. Pitts oversees integration of the company's global activities 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™.

## **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 co-founder of the Atlanta-based consumer products and entertainment company, Creatively Classic Activities and Books, LLC, that brings the magic of Santa's North Pole to life for children around the world. She co-authored *The Elf on the Shelf: A Christmas Tradition* and is co-owner and executive producer of Scout Elf Productions™, the subsidiary entertainment production company behind the Elf Pets® animated specials.

## **Michael Champion**

**President and Chief Legal Officer | Creatively Classic Activities and Books (CCA and B, LLC)**

Michael Champion is President and Chief Legal Officer of Creatively Classic Activities and Books, LLC, the company behind The Elf on the Shelf®. Since joining the company in 2012, Champion has advised on legal issues covering trademark and other intellectual property (IP) fields which protected the company's international interests. He serves as architect of the innovative legal and business strategies that drive company growth, generate expansion of its global footprint and protect the company's intellectual property interests.

## **Regan Holroyd**

**Chief Administrative Officer | Creatively Classic Activities and Books (CCA and B, LLC)**

Regan Holroyd is Chief Administrative Officer of Creatively Classic Activities and Books, LLC, the consumer products, immersive experiences and entertainment company behind The Elf on the Shelf® and its associated portfolio of brands. She has direct oversight for five departments, serves as Chairperson of the company's Leadership Team, and participates as a member of the company's Executive Team, with a primary role to ensure that company resources, policies, and business objectives align to support CCA and B's strategic initiatives.