

Corporate Bios

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.