

# Christa Pitts

## Founder and co-CEO | Creatively Classic Activities and Books (CCA and B, LLC)

Christa Pitts is the co-CEO and business leader of Creatively Classic Activities and Books (CCA and B, LLC), the family-owned publishing company that created the Christmas classic *The Elf on the Shelf*®. As a co-founder of CCA and B, Pitts provided the business plans that took *The Elf on the Shelf*® from an unknown self-published title to the top of notable best-seller lists year after year.

Prior to creating a successful career in the publishing world, Pitts was a host on QVC, where her warmth and enthusiasm made her a household name as she honed her business and sales skills. She put her abilities to the test at CCA and B, building the marketing and sales departments from the ground up. Today Pitts guides the company's strategic business vision by overseeing the operational side of the company, which includes sourcing, production and sales strategy. Under Pitts, *The Elf on the Shelf*® has experienced exponential sales growth, rapidly increasing its footprint with retailers in North America, Canada, Mexico, the UK, Ireland, New Zealand and Australia, collectively selling more than 8 million copies of *The Elf on the Shelf*®: *A Christmas Tradition*.

In 2011, *The Elf on the Shelf*® made a move to television, where Santa's scout elves came to life in the Christmas special *An Elf's Story*™. Pitts was instrumental in developing Big Canoe Entertainment, the production company that created the animated short. As one of the executive producers of the project, she engineered the launch and distribution strategy of the special.

In 2012, Santa's scout elves made another debut, this time at the Annual Macy's Thanksgiving Day Parade®. Thanks to Pitts and her team, *The Elf on the Shelf*® was unveiled and remains the tallest character balloon in the parade's history.

Pitts has been included in Georgia Trend Magazine's "40 under 40" list, been named a Georgia Small Business Person of the Year by the U.S. Small Business Administration, was a finalist for Ernst and Young's Entrepreneur of the Year award and is one of the *Marietta Daily Journal's* 2014 Cobb Citizens of the Year. Along with her sister and fellow co-CEO, Chanda Bell, she has helped CCA and B find its place on *Inc. Magazine's* list of the country's fastest growing private companies.