Elena Rossini is an Italian film director, editor and diversity advocate. Her mission: to create films that empower women and girls. Her latest film project is The Illusionists, an award-winning documentary about the marketing of unattainable beauty ideals around the world, shot in eight countries, across four continents. The film has been featured in *Vogue* Italy, *New York Magazine*, Mic, Indiewire, Fox45 and NPR, amongst others. Rossini has been taking The Illusionists on tour, showing it at the biggest companies in Silicon Valley (Apple, Facebook, Google, Twitter) and at dozens of schools in the United States and Europe (most recently: Harvard University, University of Chicago, USC, UCLA, UC Berkeley). Rossini is also the founder and editor-in-chief of No Country for Young Women, a website whose aim is to provide positive role models for young girls. The site features over 100 interviews of women representing five continents, seven decades, and over two dozen professions – from NASA engineers, to illustrators, architects, filmmakers and entrepreneurs. Since 2015, Rossini has been collaborating with Irish company Arklu, maker of Lottie and Finn dolls, which inspire kids to be themselves and to think big. Rossini has made several films for them, including a documentary about Stargazer Lottie, the first doll who traveled to the International Space Station. Rossini frequently speaks at international conferences and is a 2014 alumna of the Young Leaders program by the Council for the United States and Italy.