# Advantage | The Authority Company Accelerates Global Strategy with Key Leadership Appointments

*Advantage adds international business experts Rod Robertson and Stuart Robles to its leadership team to drive global and financial-sector growth.*




Advantage | The Authority Company helps CEOs, business leaders, entrepreneurs and visionaries build Authority through publishing, media and personal brand services.

CHARLESTON, SC, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- Advantage | The Authority Company, the largest global hybrid business book publisher and leading authority-builder for CEOs, entrepreneurs, and business leaders, is pleased to welcome Rod Robertson as our newest Publisher and Stuart Robles, who will serve as VP of Authority Development.

Both will focus on broadening Forbes Books' global impact as one of Advantage's elite publishing imprints. Forbes Books authors are top thought leaders with a track record of success and gain access to a large community of business experts and other thought leaders.

Rod is the Managing Partner of Briggs Capital, an international mergers and acquisitions firm he founded in 2001 that conducts financial transactions in more than 25 countries. Stuart is an international business development executive and investment banker. Together, Rod and Stuart will also work toward expanding Advantage | The Authority Company's reach into new financial-sector verticals and across Latin America — opening the door for the company to attract and serve authors and members in markets it hasn't yet reached.

"Rod and Stuart are highly-regarded leaders in their fields," said Adam Witty, Founder and CEO of Advantage | The Authority Company. "We're very excited that they're joining Advantage as we continue to expand our international reach in authority-building. They are ideally suited to their role to open new markets for us and build long-term partnerships."

Rod is the author of a trilogy of books on entrepreneurship that helped establish him as a thought leader and industry spokesman across a wide range of financial-sector subjects.

As a successful business owner, author and investment banker, Rod has a rare ability to see the path a potential author should take — whether to memorialize their accomplishments in print or to use their story as a tool to grow their business. He believes the odyssey only begins once the book is published.

Stuart, an international business development executive and investment banker, is also a published author and fluent in English, Spanish, and Portuguese. He brings a global perspective shaped by years of cross-border deal-making and a deep understanding of what drives entrepreneurs to share their stories.



Rob Robertson, publisher at Advantage | The Authority Company



Stuart Robles, VP of Authority Development at Advantage | The Authority Company.

[About Advantage | The Authority Company]

Advantage | The Authority Company provides CEOs, business leaders, entrepreneurs, and visionaries with an array of services that assist them in building their Authority in their areas of expertise, enabling them to gain exceptional visibility, credibility, and recognition. Those services include book publishing under six primary imprints — Forbes Books, Entrepreneur Books, SXSW Books, Advantage Books, Rethink Press, and Rethink Books — in addition to public relations, podcasting, personal brand websites, content creation, brand strategy, and more. Since the company's founding in 2005, Advantage has helped thousands of clients enhance their Authority and their personal brands through its publishing and brand-building services. Advantage Media operates offices in both Charleston, S.C., and London.

[About Rod Robertson]

As the Managing Partner of Briggs Capital, Rod Roberston focuses on maximizing value for sellers through a variety of innovative exit strategies around the globe. He has advised as a banker and acted as a principal in starting, growing and selling firms in 11 countries. In his prior career, Rod served as President and CEO for distribution, real estate, consumer products and

software companies. To help entrepreneurs, Rod enjoys storytelling that turns a business scenario into a riveting tale. He is a frequent guest on podcasts, radio, and TV, and a guest lecturer at Harvard Business School, Babson College, and many other top-tier colleges and MBA programs worldwide.

About Stuart Robles

A senior partner at Briggs Capital, Stuart Robles is a well-respected international banker and growth consultant in multiple industries with a successful practice ranging across the Americas. In his prior career, he owned and exited two companies in the contact center and BPO space. Stuart earned his undergraduate degree at the University of Texas at Austin, Red McCombs School of Business and his MBA at PUC Chile. He has been a frequent speaker and published in North America as well as internationally. His topics range from entrepreneurship and technology to business development.

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