

BRG’s Amy Worley’s Debut Book, *The Confidence Advantage*, Reaches No. 1 on Amazon Bestseller Lists

WASHINGTON, D.C. (February 9, 2026) – Amy Worley, a BRG managing director and leader of the firm’s Privacy & Information Compliance practice group, has earned Amazon.com Best Seller status with her book *The Confidence Advantage*. Aimed at helping senior leaders, executives and board members navigate the complexities of digital trust, the book offers a clear framework for addressing privacy, cybersecurity and artificial intelligence (AI) governance. It debuted at no. 1 in Computer and Internet Law and has since gone on to be a best seller in: Privacy & Online Safety and Science & Technology Law.

The Confidence Advantage introduces the “Confidence by Design” framework, a set of principles that helps organizations build digital trust through measurable, adaptable governance. Grounded in Worley’s experience advising global businesses across a range of industries on data strategy and emerging technology risk, the book provides practical guidance for executives and cross-functional teams working to strengthen accountability, resilience and responsible innovation.

“In working with clients, I kept seeing the same core risk, just described in three different languages: security, privacy and AI. *The Confidence Advantage* gives leaders one common framework to align on risk, communicate clearly and drive growth with confidence,” Worley said. “It’s written for executives, not lawyers—something you can read on a flight and use the next day. I want to make digital trust practical, measurable and tied to business outcomes.”

Worley encourages leaders to treat digital trust as a driver of business value rather than a compliance obligation. Through case studies, program metrics and real-world applications, the book helps organizations create a common language across privacy, cybersecurity and AI governance. It offers strategies for applying the framework in a variety of settings, from heavily regulated industries to early-stage companies, and emphasizes accountability through clear, measurable outcomes. It explores how strong governance can support innovation, anticipate regulatory change and build the confidence to lead in an increasingly complex digital environment.

“We are very proud to see Amy’s book, *The Confidence Advantage*, get the attention it deserves and quickly attain best seller status. The “Confidence by Design” framework illustrates the high-level strategic thinking and practical solutions that define her leadership,” said Tri MacDonald, CEO and President at BRG. “This is a must-read for board members and executives that also mirrors the proactive, clarity-driven approach BRG clients can expect when partnering with our teams to solve their most difficult challenges.”

The Confidence Advantage is available for purchase on [Amazon.com](https://www.amazon.com), and more information is available on the book’s website, confidenceadvantage.io.



About Amy Worley

Amy Worley is a client-focused advisor in data privacy, information management, data governance and AI ethics. She leads BRG's Privacy & Information Compliance practice group. She previously held the role of global chief privacy and records officer for a global pharmaceutical and medical device company and now acts as a fractional data protection officer for multiple organizations. Her work includes risk assessments, remediation planning, regulatory engagement and incident response. She takes a practical, risk-based approach to compliance with a focus on data trust as a business asset. Her certifications include IAPP CIPP-US, CIPP-E, CIPM and FIP, ISC2 CISSP and HIPAA Privacy and Security Expert.

About BRG

BRG combines world-leading academic credentials with world-tested business expertise, purpose-built for agility and connectivity, which sets us apart—and gets our clients ahead.

Our top-tier experts include experienced industry leaders, renowned academics and leading-edge data scientists. Together, they bring a diversity of proven real-world experience to economics, disputes and investigations; corporate finance; and performance improvement services that address the most complex challenges for organizations across the globe.

Our unique structure nurtures the interdisciplinary relationships that give us the edge, laying the groundwork for more informed insights and more original, incisive thinking from diverse perspectives that, when paired with our global reach and resources, make us uniquely capable to address our clients' challenges.

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