



William Edwards, CEO

An Executive with 39 years of international operations, development, executive and entrepreneurial experience, Mr. Edwards has lived in China, the Czech Republic, Hong Kong, Indonesia, Iran, Turkey and the USA.

He has directed projects on-site in Alaska, Asia, Eastern Europe and the Near East and worked on projects in over 60 countries. Mr. Edwards has experience in the oil and gas, information technology, management consulting and licensing sectors.

“To his many Clients who are going global, Bill ‘oversees overseas’ ”, *Franchise Times*, June/July 2009.

Since EGS was founded in 2001, Mr. Edwards has advised more than 50 US companies in the licensing, manufacturing, retail and restaurant sectors on their international development in Asia, Africa, Europe, Latin America, North America and the Middle East.

In May 2011, EGS received the first U.S. President’s Award for Export given to a franchise service company in recognition of “the company’s achievement in making significant contributions to the increase of U.S. exports” (Secretary of Commerce, Gary Locke).



From 1990-2001, Mr. Edwards worked with the AlphaGraphics, Inc. global digital print group as the company’s master licensee in China and Eastern Europe and also as the company’s USA-based Senior International Executive growing the company’s global network from 4 to 24 countries.

Prior to his licensing and consulting career, Mr. Edwards had a 20-year oil and gas sector career with Atlantic Richfield and Ashland Oil while living in Alaska, China, Iran, Indonesia, Hong Kong, Turkey and the continental US. He was involved in oil and gas exploration in Alaska and Indonesia as well as directing Atlantic Richfield’s exploration program inside China and establishing the company’s subsidiary in Turkey. Subsequently, Mr. Edwards founded an international oil and gas company and served as Senior International Development Advisor for Ashland Oil.

A Certified Franchise Executive (CFE), Mr. Edwards is also a Member of the International Franchise Association Supplier Forum and is an Instructor on international licensing for the ICFE program. He is a Member of the Board of Directors of IBS, an Istanbul-based market research group.

He speaks and lectures around the world on taking businesses international and doing business in emerging markets at such venues as the University of California, Irvine, the Young Entrepreneurs Organization, The American Graduate School of International Management (Thunderbird), Pepperdine University, Nova Southeastern University, the Franchise Council of Australia, The International Franchise Association and the World SME Expo in Hong Kong.

Since 2001, Mr. Edwards has published the **GlobalVue™** country-ranking tool quarterly to help companies decide which are the best countries for the profitable development of their business.

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Helping Your Business Reach Its Global Potential

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William Edwards

International Project Executive & C/Director Level Advisor

Many companies try to sell their products and services into other countries. Few actually make money doing this. The companies that William Edwards takes global make money.

International Accomplishments

- Lived in 7 countries and worked on projects in 66 countries
- 7 international start-ups in the oil & gas, licensing and consulting sectors
- Worked in top emerging markets such as Brazil, China, India and Turkey
- 20 years of Fortune 100 corporate experience
- Managed the first oil & gas exploration program in China by a US company
- Started and ran the country subsidiary for Atlantic Richfield in Turkey
- Started and managed master franchises in China, Turkey and Eastern Europe
- Took US-based AlphaGraphics, Inc. from operations in 4 to 24 countries
- Has helped 50+ companies successfully enter international markets – including such companies as Build-A-Bear Workshop®, Carl's, Jr.® and Denny's®
- Founder and CEO of an international oil & gas company
- Founded EGS in 2001 to help US companies 'Go Global' profitably
- Certified Franchise Executive (CFE)
- Winner of the 2011 U.S. President's Export Services Award

International Expertise

- Technical and operations expatriate executive
- Country chief executive
- Country and regional licensee
- Fortune 100 corporate planner
- International consultant, business planning and research specialist
- International author and speaker

Trademarked Tools & Processes

GlobalVue™, GlobalTeam™, GlobalPlan™, LicensePro™, GlobalProfile™, Global Survey