

William Edwards, CEO

An Executive with 41 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 68 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.

Previously, 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 a Member of the International Franchise Association Supplier Forum, Vice Chair of the IFA International Committee, a member of the IFA Education Foundation Board of Trustees, a member of the International Certified Franchise Executive board 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. Mr. Edwards is also a Member of the Advisory Board of the University of California, Irvine MIND Institute and the Founder and Director of the Nancy Imlay Edwards Foundation.

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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Recipient of the U.S. President’s Award for Export Excellence





William Edwards

International Project Executive & CEO/Board Level Advisor

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

International Project Executive & Director Level Advisor

Lived in 7 countries and worked on projects in 68 countries – master licensee in 5 countries

7 international start-ups in the oil & gas, licensing and consulting sectors

Worked in top emerging markets such as Brazil, China, India, Indonesia 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 Award for Export Excellence

International Expertise

Advisor to CEOs, COOs, CDOs and Boards on how and where to take their brands successfully

Technical and operations expatriate executive

Country chief executive

Country and regional master licensee

Fortune 100 company corporate planner

International consultant, business planning and research specialist

International author and speaker

William Edwards' Trademarked Tools & Processes

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