Edwards Global Services is one of the preeminent international consultancies in the U.S.—which has an in-country presence of 49 associates in 36 foreign countries, all following William Edwards’ business system. In 2015 some changes should benefit its impressive stable of clients, as well as free up Edwards to do what he does best—find and service clients. Michelle McClurg, who has 40 years of corporate management experience, has been promoted to COO; and longtime consultants Jeff Kolton and Lesley Hawks have joined the U.S. staff, as well as Shanna Aldridge. Edwards also has been a mainstay on the IFA’s international committee. The cry in EGS staff meetings is now: “Delegate,” a concept Edwards admits is not his strong suit—but will become one thanks to his team’s forceful nature. As international expansion continues to be hot, having an outsourced franchise development team is one way for medium-sized franchisors to test the waters before deciding to jump in all the way. But they have to be ready, Edwards asserts. After all, as we’ve said many times: International is not for sissies.

By Beth Ewen and Nancy Weingartner