



Global Business Development Services

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William (Bill) Edwards Biography

“To his many clients who are going global, Bill oversees overseas,” – Franchise Times magazine.

With 46 years’ experience as a leader in international operations, oil & gas, technology, new business development and franchising, William “Bill” Edwards helps U.S. companies navigate the complex and often turbulent global business landscape. Though he currently calls California home, Bill has lived in China, Turkey, the Czech Republic, Hong Kong, Indonesia, Iran and Alaska, and has worked on projects in more than 60 countries. His diverse and broad industry expertise includes oil and gas, new country start-ups, education, information technology, global market research, management consulting, international licensing and more. His background and experience allows Mr. Edwards to do what he loves most: Helping U.S. businesses realize their full potential on the global stage.



Mr. Edwards is currently the CEO and Founder of Edwards Global Services, Inc. (EGS), a company founded in 2001 to help high quality U.S. franchisors take their brands into other countries. Over the years, EGS has helped 30 auto service, education, food and beverage, retail and service franchises into a total of more than 30 countries in Africa, the Americas, Asia Pacific, Europe and the Middle and Near East regions. Mr. Edwards and his Team developed a number of trademarked Going Global processes and systems.

In 2011 and again in 2015, EGS received the U.S. President’s Award for Export Excellence, one of the few franchise sector suppliers to receive such an award. EGS has developed a GlobalTeam™ of Associates around the world covering 43 countries.

From 1988-2001, Mr. Edwards had a career with the AlphaGraphics® design, copy, print franchise. He was the Master Licensee for AlphaGraphics® in China, the Czech Republic, Hungary, Poland and Turkey. He was also AlphaGraphics® corporate Senior Vice President for International Operations and Development, Chief Global Development Officer and Vice President for National Accounts. During his time with AlphaGraphics® corporate, Mr. Edwards took the company into 20 countries.

Previously, Mr. Edwards had a career in the international oil & gas sector. His university degree is in geology and geophysics. From 1969-1987, Mr. Edwards worked for Atlantic Richfield (ARCO) in positions of increasing responsibility: Geophysical Engineer, Senior



Recipient of two U.S. Presidential Awards for Excellence in Exporting

Geophysicist, District Geophysicist, Corporate Planning Consultant, Exploration Manager and then Country Resident Manager based in Alaska, California, China, Hong Kong, Indonesia, Iran, Texas and Turkey. Mr. Edwards was a pioneer in the use of stratigraphic seismic oil & gas exploration offshore China, offshore Indonesia and in the Prudhoe Bay oil field in Alaska.

From 1988-1990, he was a Senior Consultant for Ashland Oil taking the company into new oil and gas exploration ventures in five countries. From 1988-1992, he founded and ran both Gaelic Resources PPC (London) and Overseas Oil & Gas Company analyzing and acquiring oil & gas leases in Pakistan and New Zealand.

Mr. Edwards is Treasurer of the Institute of Certified Franchise Executives (CFE) Board of Governors and a Member of the International Leadership Council of the International Franchise Association. He is a Member of the Leadership Council of the University of California MIND Institute, the Advisory Board of the Titus School of Franchising, a Trustee and Member of the Board of Directors of the World Affairs Council of Orange County, a Founder and Director of the Nancy Imlay Edwards Foundation. He is also Vice Chair of the Greater Irvine Chamber of Commerce International Development Committee and a Moderator of the Chamber's World Trade Week events.

In 2016 and again in 2019, the U.S. Secretary of Commerce appointed Mr. Edwards to the District Export Council (DEC) of Southern California. Mr. Edwards is currently the Vice Chair of the DEC in Southern California. On the DEC, Mr. Edwards is involved in shaping U.S. foreign trade and export policy. Mr. Edwards is currently the Vice Chair of the DEC for Southern California.

Mr. Edwards often speaks at conferences and universities around the world on taking businesses international, country and sector analysis, international business cultures and doing business in emerging markets. He is a specialist on doing business in China having lived and worked on projects in China over a 38 year timeframe. He has authored more than 40 articles on global business development, international operations, oil & gas, culture, market research and global social media usage.

Since 2001, he has published the GlobalVue™ country-ranking tool quarterly which advises U.S. companies on places to do business. EGS also publishes a biweekly global business newsletter which can be accessed at: www.geowizard.biz. Mr. Edwards is known worldwide for his operating experience in more than 45 countries, global market research, knowledge of business cultures and his global network.

Mr. Edwards' hobbies include reading science fiction, international travel despite having over 5,000,000 frequent flyer miles, study of the lives of T.E. Lawrence and Winston Churchill, very amateur archaeology and, most of all, spending time with his daughters and granddaughters.

August 2020