



## William (Bill) Edwards, CFE – Global Executive & Advisor



Bill Edwards has a four-decade career accelerating the international growth of more than 40 companies. Bill is an expert on choosing the right global markets for specific brands, country market research, strategic planning, partner due diligence, new country start-ups, global trend analysis, growing existing country operations, supply chain management and cultural adaptation. His career covers international operations, executive and entrepreneurial experience in the energy, technology, licensing, food and beverage, management consulting and retail sectors.

He has lived in China, the Czech Republic, Hong Kong, Indonesia, Iran and Turkey and has worked on projects in over 50 countries. Mr. Edwards is known for his extensive knowledge of business cultures. Bill's purpose is imparting the wisdom he has learned over time.

As a Global Advisor to companies in the franchise sector, Bill brings decades of broad USA and international experience starting up master franchisees, managing international operations and development for a major service franchise, franchisee and licensee relations, P&L responsibility, strategic planning, advisory council involvement, large franchisee support, brand marketing, unit financial modeling, unit and master agreements, multi-unit management, international disclosure documents, governance and licensee replacements. He also helps franchisors on global market research, cultural adaptation, supply chain development, operations and development. Bill's proven franchise Associate network covers 40 countries.

**“To his many clients who are going global, Bill oversees overseas” – ‘Franchise Times’**

### Franchise Sector Experience

Bill founded Edwards Global Services, Inc. (EGS) in 2001 to take franchises global using cost effective engineering type processes and tools. Mr. Edwards has worked with franchises in the auto service, business services, education, fitness, food and beverage, personal care, senior care, retail and other service sectors. Mr. Edwards has worked with such franchisors as Abrakadoodle®, Build-A-Bear Workshop®, Denny's®, Carl's Jr®, Chili's®, Midas®, Mosquito Squad®, Right at Home®, Snap Fitness®, Sport Clips® and Two Men and A Truck®. Prior to founding EGS, he had several roles for AlphaGraphics, Inc. He also was the AlphaGraphics master franchisee in China, the Czech Republic, Hungary, Poland and Turkey.

Vice President – Global Development and Global Accounts (2001) – AlphaGraphics, Inc., Tucson, Arizona and Salt Lake City, Utah

Chief Operating Officer – Virtus Business Services, Inc., AlphaGraphics' Eastern Europe Regional Master Franchisee, based in Prague, Czech Republic (1999-2000)



Senior Vice President – International (1997-1999), Senior Vice President & Chief Development Officer (1995-97) and International Vice President (1992-95) – AlphaGraphics, Inc., Tucson, AZ.

Co-developer of the AlphaGraphics Turkey Master Franchise, Istanbul Turkey (1992-1993)

Co-Founder and USA-based Operations Director – AsiaGraphics, AlphaGraphics' Master Franchisee for China (1990-1992)

Mr. Edwards, a Certified Franchise Executive (CFE), is currently the Treasurer of the Institute of Certified Franchise Executives (CFE) Board of Governors and teaches international franchise operations and development CFE courses. He is a Member of the International Franchise Association's International Committee. Mr. Edwards is also a member of the Advisory Board of the Titus Center for Franchising at Palm Beach Atlantic University.

### **Energy and Management Consulting Sector Experience**

Atlantic Richfield (ARCO) – 1969-1987 - Geophysical Engineer, District Geophysicist, Corporate Planning Consultant, Exploration Manager and Country Resident Manager based in Alaska, California, China, Hong Kong, Indonesia, Iran and Turkey. Bill was a pioneer in stratigraphic geophysical oil & gas exploration

Ashland Oil – 1988-1990 - Senior Consultant taking Ashland Oil into new ventures in Africa, the Americas and the United Kingdom

Overseas Oil & Gas Company – 1988-1992 – Founder and CEO - Acquired and developed oil & gas leases in Pakistan and New Zealand

IBS Research & Consultancy, Istanbul, Turkey – 1992-present - Member, Board of Directors advising on market entry, energy and education projects in Turkey

### **Committees, Awards and Other Professional Roles**

Mr. Edwards' company has twice received the U.S. President's Award for Export Excellence. The U.S. Secretary of Commerce has twice 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. He is a Member of the Leadership Council of the University of California MIND Institute, a Trustee and Board Member of the World Affairs Council of Orange County, a Founder and Director of the Nancy Imlay Edwards Foundation and Vice Chair of the International Development Committee of the Greater Irvine Chamber of Commerce. In May 2021, Bill received the 2021 Partner of the Year award from the Orange County World Trade Week.

Mr. Edwards speaks around the world on taking businesses international, country and sector analysis, the place of culture in global business and doing business in emerging markets. He has authored 40+ articles on global business development, international operations, oil & gas, culture and global social media. Since 2001, he has published the GlobalVue™ country-ranking tool quarterly defining countries as places to do business. Bill biweekly shares his global insights with his network around the world through his blog ([www.geowizard.biz](http://www.geowizard.biz)).

He holds a B.S. in Geology and Geophysics from St. Louis University, attended the International Business Executive Program at Texas A&M, and holds a Certificate in International Business from Thunderbird. He resides in Orange County, California, and enjoys international travel, the world's diverse cultures, reading science fiction, studying Winston Churchill and T. E. Lawrence.

[bedwards@edwardsglobal.com](mailto:bedwards@edwardsglobal.com)