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William (Bill) Edwards



William Edwards, CEO of Edwards Global Services, Inc. (EGS) and Global Business Advisor to senior executives, has more than four decades of international operations, development, executive, consulting, and entrepreneurial experience as a technical manager and operations executive. He has lived in China, the Czech Republic, Hong Kong, Indonesia, Iran and Turkey and has worked on projects in more than 50 countries. He has planned and implemented seven new country starts ups.

After a 20-year technical and executive career in the international oil & gas sector while living and working in five countries including Alaska, Mr. Edwards was the Master Franchisee for a U.S. franchisor in China, the Czech Republic, Hong Kong, Hungary, Poland, and Turkey.

Subsequently, he was Senior Vice President of International Operations and Development for the AlphaGraphics® business service franchise responsible for taking the brand into 20 new countries.

Bill is an acknowledged subject matter expert on choosing the countries with the highest potential ROI for the specific company, knowing how to adapt brands to new cultures and planning the new country entry process across many business sectors and markets.

Since founding EGS in 2001, he and his team based in 26 countries have helped over 40 companies across 12 business sectors enter more than 30 countries. EGS has worked with Fortune 50, INC 5000, and private companies in the auto service, business services, education, software, auto service centers, health and beauty, property management, medical, fitness, home care, food & beverage, and pet care sectors. EGS maintains an extensive database of vetted and highly qualified suppliers around the world.

EGS provides a complete international solution for U.S. companies taking their business global, from the initial global market research and country prioritization to developing new international markets and providing operational support around the world. EGS has twice received the U.S. President's award for Export Excellence in taking many U.S. companies global.

Mr. Edwards is Past Chairman of the World Affairs Council of Orange County, California. In 2023, he was appointed to the Industry Trade Advisory Committee on Services as an international trade advisor to the U.S. Secretary of Commerce and to the U.S. Trade Representative. He is Vice Chairman of the District Export Council of Southern California. Mr. Edwards speaks around the world at conferences and universities on taking businesses international successfully. He has authored more than 50 articles on global business and franchise development and publishes a biweekly global business update newsletter that is read by over 1,400 subscribers in 20 countries. He has published the well-known GlobalVue™ 40 country-ranking tool quarterly since 2001. (<https://edwardsglobal.com/globalvue/>)

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Recipient of the U.S. President's E Award and E Star Award for Export Service.

