

"To his many clients who are going global, Bill oversees overseas" — Franchise Times



William (Bill) Edwards, Global Trade Advisor

William (Bill) Edwards brings five decades of international business development expertise to his role as Founder and CEO of Edwards Global Services, Inc. (EGS), a leading international operations and global business development company. Over the years, Bill has successfully guided more than 40 companies across 12 different business sectors in their global expansion efforts into a total of 35 countries, leveraging his extensive experience living in 7 countries and working on projects in over 50 countries.

His first career with Atlantic Richfield Company (ARCO) included pioneering work as a member of the first American team to lead oil exploration offshore China resulting in the discovery of the major Ying Ge Hai Field in 1983, successfully starting up ARCO's operations in Turkey in 1985 and leading the first successful stratigraphic seismic survey of the North Slope Alaska Prudhoe Bay field.

Subsequently, prior to founding EGS in 2001, Bill held executive positions with AlphaGraphics, Inc., where he expanded the company's presence from 6 to 20 countries as Senior Vice President of International Operations and Development and Bill was also the brand's In-Country Master Licensee for China, the Czech Republic, Hungary, Poland and Turkey.

A recognized authority on international business development, Bill publishes the quarterly GlobalVue™ 40 country ranking chart and the widely read Geowizard biweekly global business newsletter. He has authored over 50 articles on international business development and frequently speaks at conferences worldwide on global market entry strategies and cross-cultural management. His expertise has earned his company two U.S. Presidential Awards for Export Excellence and appointments to prestigious positions, including current Chair of the District Export Council of Southern California, Past Chairman of the World Affairs Council of Orange County and a member of the Services Industry Trade Advisory Committee (ITAC) advising the U.S. Secretary of Commerce and the U.S. Trade Representative on issues related to franchising in the global trade sector.

Bill serves on several boards, including the Titus Center for Franchising at Palm Beach Atlantic University, the University of New Hampshire Rosenberg International Franchise Center, The National Association of District Export Councils, the Los Angeles chapter of the Global Chamber, the IFA Education Advisory Board, the World Affairs Council of Orange County and the Chapman University Schmid Center for International Business Advisory Board. He is a Certified Franchise Executive (CFE) and holds a B.S. in Professional Geology from St. Louis University, with additional executive education from Texas A&M and the Thunderbird School of Global Management.

Based in Orange County, California, Bill continues to lead EGS in helping businesses successfully navigate international expansion through his trademarked processes and an extensive global network of highly experienced professionals. His deep understanding of international markets and cross-cultural business practices has made him a trusted advisor to companies seeking successful global growth.

bedwards@edwardsglobal.com | +1-949-375-1896 | Newsletter: www.geowizard.biz
www.linkedin.com/in/williamedwards/ | www.edwardsglobal.com/globalvue/

