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Helping Franchises Reach Their Global Potential

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William Edwards, Chief Executive Officer

An executive with over 40 years of international operations, development, executive and entrepreneurial experience, Mr. Edwards has lived in China, the Czech Republic, Hong Kong, Indonesia, Iran, Turkey and the USA. He has directed projects on-site in Alaska, Asia, Eastern Europe and the Near East and worked on projects in 68 countries. Mr. Edwards has experience in the franchise, oil and gas, information technology and management consulting sectors.

“To his many Clients who are going global, Bill ‘oversees overseas’ ”, *Franchise Times*, June/July 2009.

Founded in 2001, EGS currently has activity in 32 countries. Edwards Global Services, Inc. takes US franchise brand global.

In May 2011, EGS received the first U.S. President’s Award for Export Excellence given to a franchise service company in recognition of “the company’s achievement in making significant contributions to the increase of U.S. exports”. In May 2015, EGS received the “E Star” U.S. Presidential award for export excellence.

From 1990-2001, Mr. Edwards worked with the AlphaGraphics, Inc. global digital print group as the company’s master licensee in China, Eastern Europe and Turkey and he also served as the company’s USA-based Senior International Executive growing the company’s global network from 4 to 24 countries.

Previously, Mr. Edwards had a 20-year oil and gas sector career with Atlantic Richfield and Ashland Oil. He was involved in oil and gas exploration in Alaska and Indonesia as well as directing Atlantic Richfield’s exploration program inside China and establishing the company’s subsidiary in Turkey. Subsequently, Mr. Edwards founded an international oil and gas company and served as Senior International Development Advisor for Ashland Oil.

A Certified Franchise Executive (CFE), Mr. Edwards is a member of the International Leadership Council of the International Franchise Association (IFA) International Committee, a Trustee of the IFA Education Foundation Board and a Member of the International Certified Franchise Executive Board of Governors. He is a Member of the Board of Directors of IBS, an Istanbul-based market research group, the Advisory Board of the University of California MIND Institute and a Founder and Director of the Nancy Imlay Edwards Foundation.



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



He speaks around the world on taking businesses international and doing business in emerging markets Mr. Edwards has authored articles for 'Franchise Times', Franchising World', Franchise Update' and the US-China Business Review.

Since 2001, Mr. Edwards has published the **GlobalVue™** country-ranking tool quarterly to help companies decide which are the best countries for the profitable development of their business.

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