

# Navigating the Waters of Going Global

## The Known

- Countries without long-term payback
- Wrong local partners
- Poor local adaptation

## The Unknown

- Lack of on-the-ground support
- Ever-changing geopolitical/economic conditions
- Choosing the wrong Going Global resources
- Lack of solid contingency plans

## William “Bill” Edwards: Global Advisor

*Uniquely Qualified to Steer Sr. Executives Successfully Through the Complexities of Going Global*



With four extraordinary decades of successful international business experience spanning virtually every corner of the world and many business sectors, Bill Edwards understands the global business landscape like no other.

- County Master Franchisee in five countries in Asia, Europe and the Middle East.
- Senior VP for franchisor operating in 15 countries.
- Full-service consultant taking 40 franchisors global.

Now Bill is sharing this unmatched experience and wisdom with select senior executives traversing the complex international growth landscape.

**“To many clients who are going global, Bill oversees overseas.”**

— Franchise Times

bedwards@edwardsglobal.com  
+1.949.375.1896  
www.linkedin.com/in/williamedwards



**Schedule a complimentary  
30-minute consultation**

# Bill Edwards: Uniquely Qualified to Steer Companies Going Global

Bill has lived in China, the Czech Republic, Hong Kong, Indonesia, Iran and Turkey and has worked on projects in more than 50 countries in the Americas, Asia Pacific, Europe and the Middle East.

Leveraging his vast global network, Bill unlocks enormous potential for the companies he advises.

## Services include:

- Choosing the right countries for your specific franchise
- Creating a profile of your best international licensee
- Understanding the political, economic and legal aspects of your target countries
- Accessing a global network of vetted professional service providers
- Defining the training, support and technology needs for your international development
- Adapting your business model and product/service offering
- Entering the China and Middle East markets
- Monitoring and auditing your existing international licensee
- Supply chain development and solutions

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*"Bill is the only international consultant with a proven, trademarked going global process."*

— Ned Lyerly, CEO, CKE Restaurants

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*"Bill offers a complete 'Going International' process — a real start-to-finish capability."*

— Melanie Bergeron, Past Chairperson, Two Men and A Truck® International, Inc.

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## He has worked with a prolific list of Fortune 50, INC 5000, private and family businesses, including:

- AlphaGraphics®
- Atlantic Richfield (ARCO)
- Build-A-Bear Workshop®
- Carl's Jr®
- Denny's
- Midas®
- Mosquito Squad®
- Right at Home® senior care
- Rotor Rooter®
- Snap Fitness®

*"Bill Edwards is the absolute preeminent source for international growth. He exudes expertise at every turn. For ANY size franchise brand considering international expansion, I highly recommend Bill!"*

— Jeff Bevis, Chief Operating Officer, Caring Senior Service National HQ

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## Awards and Recognition

- Two-time recipient of the U.S. President's Award for Export Excellence
- Vice Chairman of the District Export Council of Southern California, appointed by the U. S. Secretary of Commerce
- Creator and publisher of GlobalVue™ that ranks 40 countries as place to do business and publisher of a biweekly global business update newsletter which has more than 1,400 readers worldwide.

