



Company Fact Sheet

Our Purpose

Harbor Lynx intends to catalyze an evolutionary leap in inland river operations with a system designed to “Keep Towboatin’ Simple” using integrating technology.

Harbor Lynx was founded by CEO Robert LeBlanc during a career in New Orleans, the heart of the river industry. When Rob observed the safety, efficiency, financial and environmental issues occurring in the industry because of outdated and disjointed processes, he realized he could integrate on-deck and wheelhouse equipment with future-ready technologies. As a customizable system, Harbor Lynx will continue to evolve with the needs of the river industry.

Our Product

- The Harbor Lynx Inland River Operating System is a software solution for the inland waterways that simplifies river fleet management by integrating the operational elements required by boats, barges, fleets, shipyards and stevedoring cranes.
- Harbor Lynx integrates dispatching, boat & barge tracking, task automation, maintenance, compliance, billing, contract management, fleet optimization, tax calculations & cybersecurity.
- The Harbor Lynx system increases safety, simplicity-of-operation and profitability throughout the U.S. inland marine industry by applying customizable, proprietary technology.

Our Progress

- Harbor Lynx is located in New Orleans, Louisiana, the heart of the riverboat industry, with operational capacity throughout all inland waterways in the United States.
- The company was founded in 2020 and launched the first key modules of its inland river operating system in May 2023. Future modules will be fully customizable, allowing the system to evolve with the needs of the industry.
- Privately owned, with three founding partners

Our People

Robert LeBlanc, Founder and CEO: Rob is a New Orleans resident with a BS in Maritime Admin from Texas A&M and was awarded the Inland Marine Expo 40 Under 40 Award in 2019. As a Divisional Support Manager for Archer Daniels Midland/ARTCO, he developed extensive maritime leadership and hands-on experience in project development and management, logistics, vessel management, deck operations, and environmental and safety operations.

Nick Soniat, Founder and CTO: Nick is an experienced Software Engineer as a .NET Developer on the Micosoft stack with over 15 years of experience in the technology industry. He is responsible for developing the Harbor Lynx technology system, which responds to Rob LeBlanc’s mandate to create simplicity through integration.

Tony Geeck, Founder: Tony is the Director of Engineering in charge of all Harbor Lynx hardware installations. He has over 40 years experience in the river industry, including Port Electrical Engineer for one of the top three towboat companies. He designed one of the industry’s first barge dispatch systems and network, held a position of IT Director for 20 years, and is experienced in Oil and Gas Hazardous Locations, as well as most forms of RF communications: satellite, cellular, microwave