

Robert W. Lederhilger III

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Bradenton, FL 34212

PROFESSIONAL EXPERIENCE

Founder and CEO - SOLUENCY

September 2021 - Present

- Technology company delivering managed web hosting, app development, and AI-powered automation tools for digital marketing agencies and small to mid-sized businesses.
- Oversee all aspects of company operations: strategy, product development, client acquisition, technical infrastructure, and partner relations.
- Designed and built SOLUENCY's Agency Managed Hosting platform - a turnkey solution with one-click deployments and fully managed environments for WordPress, Joomla, Drupal, and TYPO3.
- Expanded services to include NFC Smart Business Cards, enabling instant sharing of contact details, websites, and digital content via near-field communication.
- Direct the development of VITAL (Virtual Intelligent Total Automation Layer), an AI-driven platform that intelligently answers calls, emails, social media messages, and live website chats to improve customer engagement and operational efficiency.
- Drive innovation by integrating automation, AI, and scalable hosting infrastructure to deliver cost-effective, high-performance solutions.

Director of Web Hosting - 101domain

November 2022 - May 2023

- Created and executed vision and growth strategy for the web hosting department.
- Provided full leadership: direction, oversight, goal-setting, and team management.
- Collaborated with DevOps on scalable hosting infrastructure design and implementation.
- Led product improvements, upgrades, and cross-departmental strategy for web services.
- Delivered staff training, coaching, performance management, and technical escalation support.
- Drove efficiency through better processes, innovative technical solutions, and proactive issue resolution.
- Managed workload coverage and maintained direct engagement with leadership-level clients.

IT Operations Manager - International Association of Better Business Bureaus

September 2013 - February 2020

- Ensured all web applications met stakeholder expectations across 113 Better Business Bureaus in the U.S. and Canada.
- Partnered with Development and QA teams on troubleshooting, code releases, and site stability.
- Translated business requirements into technical execution and enforced standards and protocols.
- Built and led a new IT Operations team; implemented SLAs, change management through a WHCM system, and Dev/Test/Stage environments for Agile workflows.
- Designed and executed comprehensive monitoring and automated build processes.
- Led major infrastructure migrations, including Autoline, from an internal datacenter to managed hosting with zero disruption to developers.
- Re-engineered legacy infrastructure and delivered a modern, reliable platform.

Senior Linux Administrator / Web Hosting Analyst / Infrastructure Support Specialist - Mars, Inc. (via Mastech)

February 2012 - July 2013

- Managed hosting and infrastructure for 1,200+ global websites.
- Served as LAMP Stack SME; administered Linux, Apache, MySQL, PHP, WebLogic on Solaris, Django, and Redmine.
- Deployed and maintained CMS platforms including Joomla, Drupal, WordPress, and TYPO3.
- Introduced virtualization, horizontal and vertical scaling, and high-availability practices.
- Performed full systems administration: patching, backups, security, user management, documentation, and troubleshooting.
- Collaborated with brand managers, agencies, and developers to maintain standards and uptime.

Co-Owner - Parts Infinity, Inc. (formerly Exotic Performance Powersports)

July 2000 - December 2011

- Built and led web development, QA, and web hosting teams; created an internship program with local colleges.
- Architected and operated full web hosting infrastructure using Red Hat, SUSE, Debian, Fedora, and CentOS.
- Configured LAMP environments, Linux HA load balancing, and an Asterisk-based IP PBX.
- Introduced virtualization with Xen and VMware and scaled infrastructure to support business growth.
- Handled server security, monitoring, documentation, and technical operations for e-commerce sites.

CERTIFICATION

RHCSA - Red Hat Certified System Administrator

Red Hat, Inc. · December 2012

VOLUNTEERING & COMMUNITY LEADERSHIP

Founder & Leader - Bayside Business Builders, Bayside Community Church

September 2023 - Present

- Founded and lead a Bible study and networking group for business owners and professionals.
- Provide spiritual and professional mentorship focused on biblical principles in leadership, entrepreneurship, and ethics.
- Facilitate bi-weekly sessions on faith-based growth, stewardship, and building businesses that honor God and serve the community.

Member & Leader - BNI Cutting Edge Professionals, Bradenton, FL

June 2022 - October 2025

- President (October 2024 - October 2025): Led chapter meetings, mentored members, and drove referral growth.
- Vice President (October 2023 - October 2024): Oversaw operations and leadership development.
- Membership Committee (October 2022 - October 2023): Led recruitment, onboarding, and retention.

Member & Technology Committee - Manatee Chamber of Commerce, Bradenton, FL

December 2021 - Present

- Identify emerging technologies that advance the Chamber's mission and share insights with members to support business growth and innovation.

Founder & Executive Director - Kingdom Business Builders (501(c)(3))

July 2024 - Present

- Empowers faith-driven entrepreneurs to integrate biblical principles into business.
- Provides mentorship and employment pathways for justice-impacted individuals.
- Organizes events and programs that equip and connect Christian business leaders for kingdom impact.