

Holly Heinrich

ASSOCIATE

AUSTIN, TX

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OVERVIEW

With a background in public policy, Holly advises energy clients on regulatory compliance and transactions.

After first beginning her legal career at the City of Austin, where she represented electric, water, and waste utilities and advised on cybersecurity, cyber incidents, and data breaches, Holly joined the legal department of the Electric Reliability Council of Texas (ERCOT). At ERCOT, she worked on rulemakings, addressed dispute resolutions with market participants, and researched and advised on a variety of state and federal legal issues. She is a Certified Information Privacy Professional for both the U.S. and Europe through the International Association of Privacy Professionals (IAPP).

In 2024, Holly joined Husch Blackwell to work with the firm's energy clients. She provides guidance to both project developers and investors on regulatory compliance, often in the context of financing and other transactions. She also advises retail electric providers and other clients in the energy sector. Her time at ERCOT is particularly valuable for the perspective it gives her on the broader view regulators tend to take: Holly understands the big picture of energy regulation and energy policy, and she can explain to clients how regulators may respond to various actions or strategies.

A native Texan who's seen her share of droughts and energy challenges, Holly has always been passionate about both energy and water supply. She first approached these areas from the policy side, completing internships at the Texas Capitol, the White House,

Industry

Energy & Natural Resources

Services

Energy Regulation

Hydrogen

Solar Energy

Wind Energy

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and the International Energy Agency in Paris and earning a master's degree in public policy from the University of Cambridge before becoming an attorney.

In addition to her significant experience with energy and policy, Holly is known for her writing and communication skills. A respected thought leader in her practice area, she is the chief editor of *Essentials of Texas Water Resources*. She has a gift for clearly explaining complex regulatory concepts, and she cares deeply about client concerns and challenges. Clients especially appreciate the passion for their industry that she brings to every project.

Experience

- Served as legal and regulatory counsel at ERCOT, drafting, advising on, and managing Nodal Protocol Revision Requests (NPRRs) through the ERCOT rulemaking process.
- Researched and advised on Alternative Dispute Resolutions (ADRs).
- Researched and analyzed matters arising under state and federal law that affect the ERCOT grid and markets, including issues relating to grid security.
- Analyzed legislation relating to ERCOT and the energy sector.
- Provided legal representation to the City of Austin's electric, water, and solid waste utilities and the City's information security office and technology management department.
- Drafted and advised on City of Austin contracts (including technology contracts), nondisclosure and data sharing agreements, ordinances, resolutions, administrative rules, and policies (including privacy and information technology policies).
- Advised City of Austin on legal requirements relating to cyber incidents and data breaches.

Recognition

- International Municipal Lawyer Association, Daniel J. Curtin, Jr. Young Public Lawyer Award, 2022

Education

- J.D., University of Texas School of Law
 - Dean's Presidential Scholar
 - *Texas Environmental Law Journal*, Development Articles Editor
- M.Phil., University of Cambridge
 - Public Policy
- B.A., University of Texas at Austin
 - Government
 - with highest honors

Admissions

- Texas
- District of Columbia

Community Leadership

- Texas Law Mentorship Program, 2020-present
- LBJ Women's Campaign School Alumni Board, Austin Regional Chair, 2024-2025