HUSCH BLACKWELL

Holly Heinrich

ASSOCIATE

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OVERVIEW

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

Holly represents a variety of energy clients, including generation companies, generation developers, generation investors, retail electric providers, and large load clients (such as data centers) seeking interconnection with the ERCOT grid.

Holly joined Husch Blackwell after working in the ERCOT legal department, where she worked on Protocols and other ERCOT rule revisions, addressed dispute resolutions with ERCOT Market Participants, and researched and advised on a variety of state and federal energy regulatory issues. Before joining ERCOT, she worked at the City of Austin, where she represented electric, water, and solid waste utilities, and also advised on legal issues relating to cybersecurity, cyber incidents, and data breaches.

In 2024, Holly joined Husch Blackwell to work with the firm's energy clients. She provides guidance to both generation project developers and investors on regulatory compliance, often in the context of financing, acquisition, and other transactions. She advises large load clients on matters relating to PUCT and ERCOT regulation, and large load interconnection with the ERCOT grid. 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.

Industry

Energy & Natural Resources

Services

Data Centers
Energy Regulation
Hydrogen
Solar Energy
Wind Energy

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A native Texan who's seen her share of energy challenges and droughts, Holly has always been passionate about energy and water in Texas. She first approached these areas from the policy side, completing internships at the Texas Capitol, the White House, 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*, as well as the author of the book's chapter on the energy-water nexus. She is a frequent speaker on energy issues at conferences and other events. 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.
- Served as development counsel for Jupiter Power, a leading developer and operator of energy storage infrastructure, in its recently closed $286 million project financing to support the construction of two standalone battery energy storage systems (BESS).

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Experience

- Assisted Crusoe Energy Systems in reaching financial close in the second phase of a $15B joint venture with Blue Owl Capital and Primary Digital Infrastructure to fund the 1.2-gigawatt AI data center in Abilene, Texas.
- Assisted Galaxy Digital in reaching financial close of a $1.4 billion project financing facility to support the continued development of its Helios data center campus in West Texas.
- Assisted in closing a $278 million Texas Energy Fund Loan for a 460 MW natural gas power plant in Freestone County, Texas.

Recognition

- BL Rankings' *Best Lawyers: Ones to Watch® in America*, Energy Law, 2027
- *The Legal 500 United States*
    - Energy: Energy regulation: electric power, Recommended lawyer, 2026
- 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

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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

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*Contact Holly to set up an in-person consultation by appointment in the Austin office.

The Legal 500 United States

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