

Emily R. Jolly

Partner

Austin

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A recognized authority on ERCOT wholesale market and transmission policy, Emily has spent nearly 20 years navigating Texas's uniquely insulated power market, from private practice through senior in-house leadership at a wholesale generation and transmission utility.

OVERVIEW

Emily is an energy regulatory partner with nearly 20 years of experience in electric utility regulation and administrative law, including serving as senior vice president of external affairs and chief regulatory and compliance officer at a major Texas wholesale generation and transmission provider. She advises clients on wholesale power and transmission issues, rate proceedings, and certification applications before the Public Utility Commission of Texas (PUCT) and the Electric Reliability Council of Texas (ERCOT), and counsels market participants on regulatory and compliance matters at FERC, NERC, and the Texas Reliability Entity (TRE).

Emily has deep familiarity with the operational and policy challenges facing Texas utilities and wholesale market participants, having served as a senior in-house leader directing regulatory affairs, market compliance, and legislative strategy for a major provider of wholesale generation and transmission services in Central Texas.

Before moving in-house, Emily represented electric utilities, industrial consumers, power generators, and municipally owned utilities in contested case proceedings, rulemakings, and compliance and enforcement matters before the PUCT, and in related administrative appeals before the Texas courts of appeals and the Supreme Court of Texas. She is recognized as an authority on transmission and wholesale power policy within ERCOT, where she has been elected to serve on the Technical Advisory Committee and the Wholesale Market Subcommittee.

REPRESENTATIVE MATTERS

- Served as lead counsel on contested cases before the PUCT and the State Office of Administrative Hearings (SOAH), including transmission line Certificate of Convenience and Necessity (CCN) applications, electric utility rate proceedings, and Sale/Transfer/Merger (STM) cases.
- Directed advocacy before the PUCT and ERCOT on wholesale power and transmission issues on behalf of a major wholesale generation and transmission provider.
- Represented large industrial consumers in utility rate and CCN proceedings before the PUCT.
- Advised clients on the acquisition of power generation facilities in Texas.

- Drafted and negotiated renewable power purchase agreements and transmission asset purchase agreements.
- Advocated on ERCOT stakeholder committees on behalf of clients in the industrial consumers, independent generators, and electric cooperative segments.
- Drafted appellate briefs in suits for judicial review of agency orders and other energy-related appeals.

TOP AREAS OF FOCUS

- Energy
- State Energy Regulation

ALL AREAS OF FOCUS

- Energy
- Energy Policy + Legislation
- FERC
- State Energy Regulation

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Board of Directors, Gulf Coast Power Association (2025-present)
- Public Utility Law Section Council, State Bar of Texas (2018-2024)

PROFESSIONAL EXPERIENCE

- Senior staff attorney, Chief Justice Woodie Jones, Third Court of Appeals (2008-2011)

EDUCATION AND CERTIFICATIONS

EDUCATION

- The University of Texas School of Law, J.D., *with honors*, 2007
- Rice University, B.A., *magna cum laude*, 2004

BAR ADMISSIONS

- Texas

COURT ADMISSIONS

- Texas Supreme Court

SPEAKING ENGAGEMENTS

- Featured speaker, Infocast ERCOT Market Summit (2023-2026).
- Presenter, "Ethics and Practicing Before the Public Utility Commission of Texas," Austin Bar Association, 2025.