



TEXAS CENTRAL

Holly Reed

Managing Director – External Affairs

HOLLY REED brings her love for Texas and for taking on big ideas to her role as Managing Director, External Affairs, for Texas Central. As a native Texan, she is passionate about bringing the train to her home state and sharing its benefits – transforming how people think about travel, putting people to work and saving lives.



Working on the Texas high-speed train is a perfect fit for Holly, as it builds on her career of working on other transformative projects involving critical

infrastructure. During Holly's 25-year career at AT&T, she helped facilitate network deployments of high-speed internet, mobility networks, and communication infrastructure. Her background there includes leadership roles in Customer Service, Strategic Planning, IT, Sales, Marketing and Communications.

At Texas Central, Holly leads the team supporting the external initiatives of the multi-billion dollar project driving awareness of the positive impacts on jobs and economic development, growing support and coordinating with State, Local and Federal stakeholders. Her responsibilities include public policy, outreach, government relations and branding, media and communications activities.

Because tackling big projects is close to her heart, you might find Holly hiking or traveling in some remote corner of the globe. In her spare time, she can also be found running at White Rock Lake, playing golf or other sports with friends and family or attending anything involving her beloved Texas Aggies.

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