

About Rob Franek

Editor-in-Chief, The Princeton Review

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Robert Franek, Editor-in-Chief at The Princeton Review is the company's main authority on higher education and a college *aficionado*: he visits more than 50 colleges a year. Over his 24-year career in education, he has been a college admissions administrator, test prep teacher, publisher, author, and lecturer.

As the chief college expert at The Princeton Review, Rob is author of the company's five college-related books. His newest book is *College Admission 101: Simple Answers To Tough Questions About College Admissions and Financial Aid*, (May 2018). He is also author of the company's two popular annual guides -- *The Best 384 Colleges* (August 2018) and *Colleges That Pay You Back* (January 2018) -- and *Colleges That Create Futures* (2nd Edition May 2017), and co-author of *If the U Fits: Expert Advice on Finding the Right College and Getting Accepted* (March 2014).

As Editor-in-Chief of The Princeton Review Books, Robert oversees a line of 150 titles available from Penguin Random House which include best-selling test-prep guides, college- and graduate school- resources and study aids. He also directs The Princeton Review surveys of college administrators and of students in colleges, business schools, and law schools upon which the company bases its annual school rankings.

As a lecturer, Robert gives dozens of presentations a year to audiences of teachers, parents, and students on trending education and college topics. He has also delivered commencement addresses at universities, keynote talks at national conferences, and led panels at the National Association for College Admission Counseling conferences that have drawn standing room only audiences.

Rob has been sourced by media from *The New York Times* and *The Wall Street Journal* to *The Chronicle of Higher Education*. His broadcast appearances include over two dozen guest segments on NBC "TODAY," plus interviews on ABC, CBS, CNN, FOX and NPR programs.

Prior to joining The Princeton Review in 1999, Rob was a college admission administrator at Wagner College (New York City) for six years. He earned his B.A. at Drew University in Political Science and History, and is a member of the university's Board of Trustees. A lifelong history buff, he conducts historical walking tours of New York City for Sweet City Tours, a company he founded. Rob, 46, lives in Manhattan. Follow his Tweets at [@RobFranek](https://twitter.com/RobFranek).

See Rob in some of his 2017–2018 national television interviews:

CN B C

- [Apr 7, 2018 "College Hopes & Worries Survey–2018"](#)

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- [Jan 20, 2018, "Colleges That Pay You Back"](#)
- [Oct 15, 2017 "Surviving College Admissions"](#)

NB C " T O D A Y "

- [Aug 1, 2017 "Best 382 Colleges"](#)
- [Jan 31, 2017 "Colleges That Pay You Back"](#)

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Note: Franek is pronounced "FRAN-ik"