

## About Rob Franek, Editor-in-Chief, The Princeton Review®

Updated April 2023



Rob Franek is a national expert on colleges and higher education. He is a publisher, editor, lecturer, media contributor and author of four books as well as a former college admissions administrator. As Editor-in-Chief at [The Princeton Review®](#), he oversees a [line](#) of more than 150 Princeton Review books distributed by Penguin Random House. Rob also directs The Princeton Review's annual surveys of students, parents, and school administrators and he reports on the survey findings at dozens of education conferences.

It is his interactions with students, parents, and counselors that Rob cites as his most inspiring professional experiences. They have been many. Over his 32-year career that began as a teacher/tutor, Rob has visited more than 1,200 high schools and more than 1,000 colleges and graduate schools.

Rob is author of [The Best 388 Colleges](#), [College Admission 101](#), [The Best Value Colleges](#) and [Colleges That Create Futures](#). He is co-author of [If the U Fits](#). He also penned the foreword to [The College Wellness Guide](#) and developed the publication of [The Ultimate Guide to HBCUs](#).

As director of The Princeton Review's national surveys, Rob has polled millions of college students for the company's widely-followed annual school rankings in dozens of categories—now in their 32<sup>nd</sup> year. He also oversees the company's annual [College Hopes & Worries Survey](#) of college applicants and their parents, and its [College Administrator Summer Survey](#).

Rob is host of more than 135 education videos that collectively have received more than a million views on The Princeton Review's [YouTube channel](#). They feature his advice on topics from the forthcoming [Digital SAT](#) to his video series that includes [Test Prep Tips & Strategies](#), [Key Concepts for Spring 2023 AP Exams](#), and [College Admission 101 Learning Playlist](#).

A frequent lecturer, Rob gives more than 100 talks a year to audiences of high school students, parents, educators, and counselor/advisors. He has chaired panels at the National Association of College Admission Counseling (NACAC) conferences and presented keynotes at many of the Association's regional meetings. Rob has also delivered commencement addresses at three universities.

Dubbed "*our go-to guy for all things college entrance*" by Northeast Public Radio host Bob Barrett, Rob has been sourced in articles that have appeared in the Associated Press, New York Times, Chronicle of Higher Education, and other media. He has appeared on hundreds of broadcasts over his career including 30 appearances on NBC Today. In his most recent Today show segment, co-anchor Hoda Kotb introduced him saying, "*He talks. We listen.*" Rob has also been interviewed on ABC, CBS, CNN, FOX, NPR, PBS, *Teen Kids News*, and Japan's NHK WORLD.

Rob earned his B.A. at Drew University (NJ), at which he serves on the university's Board of Trustees. Prior to joining The Princeton Review in 1999, Rob was a college admissions administrator at Wagner College (NY) for six years. A resident of Manhattan, he is a New York history buff and an avid runner.

Some of Rob's national broadcast interviews include:

- NBC Today, "The Best 388 Colleges / Financial aid, internships, and more" August 18, 2022, <https://tinyurl.com/4bku4w8m>
- CNBC Squawk Box, "How Families Can Appeal for More College Financial Aid," June 25, 2021, <https://tinyurl.com/26mspftv>
- SCRIPPS MEDIA The Denver Channel, "SAT, ACT Important, Even as Universities Shift Away from Standardized Tests." January 5, 2022, <https://tinyurl.com/3rbyh62h>
- NORTHEAST PUBLIC RADIO The Best of Our Knowledge, "The Digital SAT," February 10, 2022, <https://tinyurl.com/matn2hsa>
- TEEN KIDS NEWS, "Applying to Colleges Early Decision," September 17, 2022, <https://tinyurl.com/3vw7t3ms>
- WESTWOOD ONE RADIO, The Jim Bohannon Show, "College Admission Advice During the Pandemic," May 3, 2021, <https://tinyurl.com/mr3e3kmr>

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Franek is pronounced FRAN-ik. A headshot of Rob is downloadable [here](#).

### **About The Princeton Review**

[The Princeton Review](#)<sup>®</sup> is a leading tutoring, test prep, and college admissions services company. Every year, it helps millions of college- and graduate school-bound students as well as working professionals achieve their education and career goals through its many education services and products. They include: online and in-person courses delivered by a network of more than 4,000 teachers and tutors; online resources; more than 150 print and digital books published by Penguin Random House; and dozens of categories of school rankings. Founded in 1981, The Princeton Review is now in its 42<sup>nd</sup> year. The company's [Tutor.com](#) brand, now in its 23<sup>rd</sup> year, is one of the largest online tutoring services in the U.S. It comprises a community of thousands of tutors who have delivered more than 23 million one-to-one tutoring sessions. The Princeton Review is headquartered in New York, NY. The Princeton Review is not affiliated with Princeton University. For more information, visit [PrincetonReview.com](#) and the company's [Media Center](#). Follow the company on Twitter ([@ThePrincetonRev](#)) and Instagram ([@theprincetonreview](#)).

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