

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

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Rob Franek is a national expert on colleges and higher education. He is a publisher, editor, lecturer, media contributor, and author as well as a former college admissions administrator.

As Editor-in-Chief at [The Princeton Review](#)[®], he oversees the company's [line](#) of 150+ Princeton Review books distributed by Penguin Random House. He also directs The Princeton Review's annual surveys of students, parents, and school administrators.

The survey findings are reported at dozens of education conferences each year as well as by members of the media.

It is Rob's interactions with students, parents, and counselors that he cites as his most inspiring professional experiences. Over his 33-year career, he has visited more than 1,200 high schools and more than 1,000 colleges and graduate schools. Currently, he gives more than 100 talks a year to audiences of high school students, parents, educators, and counselor/advisors. At the National Association of College Admission Counseling (NACAC) conferences, Rob has chaired panels and presented keynotes. He has also delivered the commencement addresses at three universities.

Rob is author of four books: [The Best 389 Colleges](#); [The Best Value Colleges](#); [College Admission 101](#); and [Colleges That Create Futures](#), and co-author of [If the U Fits](#). He also spearheaded the publications of [The Ultimate Guide to HBCUs](#) and [The College Wellness Guide](#).

As director of The Princeton Review's surveys, Rob has polled millions of college and graduate school students for the company's annual school rankings. The rankings, designed to help applicants find the best school for them, are reported in dozens of categories, and are uniquely based on student ratings of their schools. Rob also oversees the company's annual [College Hopes & Worries Survey](#) of thousands of college applicants and their parents, and its annual [College Administrator Summer Survey](#).

Among the 140+ videos Rob has hosted on The Princeton Review's [YouTube channel](#), three of the most popular are [The New Digital SAT[®]: Everything You Need to Know, Key Concepts for Spring 2023 AP[®] Exams](#), and the [College Admission 101 Learning Playlist](#). Collectively, his videos have received more than a million views.

Sourced in stories reported by the Associated Press, New York Times, Chronicle of Higher Education, and other media, Rob has also appeared on hundreds of broadcasts. Among them are his 30 appearances on NBC TODAY. Hoda Kotb, the show's co-anchor has graciously introduced him on TODAY saying "He talks. We listen!" Rob has also appeared on ABC, CBS, CNN, FOX, NPR, PBS, and Japan's NHK WORLD as well as the Emmy-award winning syndicated show, *Teen Kids News*.

Rob earned his B.A. at Drew University (NJ), and proudly serves on the university's Board of Trustees. Prior to joining The Princeton Review in 1999, he was a college admissions administrator at Wagner College (NY) for six years.

A resident of Manhattan, Rob is a New York history buff and an avid runner.

Some of Rob's 2023 national media interviews include:

- NBC TODAY, "The Best 389 Colleges: Tips for Navigating the College Admissions Process," August 18, <https://tinyurl.com/55976tvv>.
- Yahoo! Finance Live, "Top Colleges for Financial Aid," August 16, <https://tinyurl.com/4ydct5dh>
- CNBC, "What the Supreme Court's Decision on Affirmative Action Means for Future Applicants," June 29, <https://tinyurl.com/yc2y3wjw>
- Chronicle of Higher Education, "U.S. News' Took a Hit on Rankings. Its Competitors Say They're Doing Just Fine," July 7, <https://tinyurl.com/bdeutz7n>
- Teen Kids News, "Shopping for Colleges," March 15, <https://tinyurl.com/y NSW5epn>

About The Princeton Review

[The Princeton Review](#)[®] 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. These include online and in-person courses delivered by a network of more than 4,000 teachers and tutors; online resources; a [line](#) of 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 43rd year. The company's [Tutor.com](#) brand, now in its 23rd 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 25 million one-to-one tutoring sessions. The Princeton Review, headquartered in New York, NY, 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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Franek is pronounced FRAN-ik. A headshot of Rob is downloadable [here](#).

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