



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



Rob Franek, Editor-in-Chief at The Princeton Review, is the company's primary authority on higher education. Over his 24-year career, he has served as a college admissions administrator, test prep teacher, author, publisher, and lecturer.

As the chief college expert at The Princeton Review, Rob has visited more than 50 colleges a year for more than a decade. He is lead author of the company's annual books, *The Best 382 Colleges* (August 2017) and *Colleges That Pay You Back: The 200 Schools That Give You the Best Bang for Your Tuition Buck* (January 2017). Rob also authored *Colleges That Create Futures: 50 Schools That Launch Careers by Going Beyond the Classroom* (2nd Edition May 2017) and co-authored *If the U Fits: Expert Advice on Finding the Right College and Getting Accepted* (March 2014).

As publisher of the company's 150 Penguin/Random House books, Rob oversees a line of titles that includes best-selling test-prep guides and many college- and graduate school-related resources. He directs the annual Princeton Review surveys of college administrators and of college, business, and law school students upon which the company bases its unique school rankings.

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

Reporters from *The New York Times* and *The Wall Street Journal* to *The Chronicle of Higher Education* have sourced Rob on college issues. He has also appeared over a two dozen times on NBC "TODAY," as well as on ABC "Good Morning America," CBS "This Morning," and FOX, CNN, 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, 45, lives in Manhattan. Follow his Tweets at [@RobFranek](https://twitter.com/RobFranek).

The Princeton Review (www.princetonreview.com) is an education services company headquartered in New York City, with offices across the U.S. and abroad. It is known for its tutoring, test preparation, college and graduate school admission services, online resources, and books published by Penguin Random House.

Note: Franek is pronounced "FRAN-ik"

See Rob in some of his 2017-16 television interviews:

- NBC "TODAY":

January 31, 2017 "Colleges That Pay You Back" <http://ow.ly/QBex30dH6JK>

August 30, 2016 "Best 381 Colleges" <http://ow.ly/k0ED30dH6BQ>

January 22, 2016 "Tips for the New SAT" <http://ow.ly/LNxT30dH6u5>

- FOX 4 TV (Dallas KDFW) Good Day Saturday"

Feb 13, 2016 "Maximizing College Acceptance Odds": <http://ow.ly/D5hi30dH6fU>

- Cheddar TV "Closing Bell"

April 3, 2017 "The Princeton Review's 2017 College Hopes & Worries Survey Findings" <http://ow.ly/JW1a30dH6ov>

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