

About Rob Franek

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

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Rob Franek, Editor-in-Chief at [The Princeton Review](#)®, is a national expert on colleges and higher education issues. Over his nearly 30-year career, he has been a test-prep tutor/teacher, college admissions administrator, editor, publisher, author, lecturer, and media contributor. He has authored four books and annually oversees the publication of dozens of other books. He has visited more than 1,200 high schools and more than 1,000 colleges and graduate schools. He has directed more than 95 of The Princeton Review's national surveys. However, Rob cites the interactions his work has afforded him with students, parents, and teachers as his most inspiring professional experiences.

Rob is author of: [The Best 387 Colleges](#) (2021), [College Admission 101](#) (May 2022), [The Best Value Colleges](#) (2020), and [Colleges That Create Futures](#) (2017). He is also co-author of [If the U Fits: Expert Advice on Finding the Right College and Getting Admitted](#) (2014). He penned the foreword to [The College Wellness Guide](#) (2021), and he is directing the forthcoming publication of [The Ultimate Guide to HBCUs](#), (July 2022). All are Penguin Random House publications.

As Editor-in-Chief at The Princeton Review, Rob oversees a [line](#) of more than 150 books published by Penguin Random House. He also directs The Princeton Review's surveys of administrators and students for its annual school rankings and the company's surveys of college applicants and parents for its annual [College Hopes & Worries Survey](#), now in its 20th year.

Rob is host of 125 videos on education topics that are accessible on The Princeton Review's [YouTube channel](#). In three series—the [College Admission 101 Learning Playlist](#), [COVID-19 News and Updates](#), and [Key Concepts for AP Exams](#)—the videos have collectively received more than 1,000,000 views.

A frequent lecturer, Rob gives more than 100 talks a year on college admission for high school students, their parents, and counselor/advisors. He has also delivered three university commencement addresses and chaired several panels at the National Association of College Admission Counseling (NACAC) conferences and its regional conferences.

Rob's media contributions are many. He has been sourced in *The New York Times* and *The Wall Street Journal* as well as in scores of other print and online publications. He has guested on hundreds of broadcasts including 28 appearances on NBC's TODAY show. He has also been interviewed on ABC, CBS, CNN, FOX, PBS, and NHK WORLD-Japan as well as NPR and many syndicated and local radio programs. Bob Barrett, a host on Northeast Public Radio, once dubbed Rob "*our go-to guy for all things college entrance.*"

Rob earned his B.A. in Political Science and History at Drew University (NJ), at which he serves on its 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 an avid runner and a New York history buff. Follow his tweets at [@RobFranek](#).

Rob's national interviews in 2021-22 include:

- NBC Today, "The Best 387 Colleges," September 7, 2021, <https://tinyurl.com/ytky6w5y>
- 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/ycx25nya>
- NORTHEAST PUBLIC RADIO The Best of Our Knowledge, "The Digital SAT," February 10, 2022, <https://tinyurl.com/matn2hsa>
- TEEN KIDS NEWS, "The ABCs of Taking the APs," January 28, 2022, <https://tinyurl.com/73whjtpv>
- WESTWOOD ONE RADIO The Jim Bohannon Show, "College Admission Advice During the Pandemic," May 3, 2021, <https://tinyurl.com/mr3e3kmr>

Contact:

Jeanne Krier, Publicist for The Princeton Review, pressoffice@review.com

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