



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

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Rob Franek, Editor-in-Chief at [The Princeton Review](#), is a nationally recognized expert on colleges and higher education. Over his 26-year career, he has been a college admissions administrator, publisher, editor, author, and lecturer. In his tenure with The Princeton Review, he has visited hundreds of high schools, colleges, and universities. He says the interactions he has with students, parents, educators and administrators are among his most rewarding professional experiences.

Rob is author of several books, including: [The Best 386 Colleges](#) (August 18, 2020), [The Best Value Colleges](#) (February 2020), and [College Admissions During COVID](#) (forthcoming October 2020), an updated edition of his [College Admission 101](#) (May 2018). Rob is also author of [Colleges That Create Futures](#) (May 2017) and co-author of [If the U Fits: Expert Advice on Finding the Right College and Getting Accepted](#) (March 2014). All are Penguin Random House publications.

As Editor-in-Chief of The Princeton Review, Rob is publishing director of a line of books that numbers more than 150 titles. Available from Penguin Random House, the line includes test-prep guides, college and graduate school admission resources, and study aids. He directs The Princeton Review's surveys of college applicants and their parents for its annual [College Hopes & Worries Survey](#), as well as the company's surveys of college administrators and students for its annual college and graduate school rankings.

As a lecturer, Rob gives dozens of presentations a year to audiences of teachers, parents, and students. He has given keynote addresses at national conferences, chaired panels at the National Association for College Admission Counseling conferences and delivered commencement addresses at universities.

Rob has appeared on NBC TODAY more than two dozen times, and on ABC, CBS, CNN, FOX, NPR and PBS programs. (Links to some of his television interviews are below.) He also hosts popular lines of Princeton Review videos available on YouTube.com. The most recent is his [COVID-19 News & Updates](#) series. Currently featuring more than 80 videos (and growing), this series has received hundreds of thousands of views. His other YouTube series includes the "[College Admission 101 Learning Playlist](#)" and "[Ask Us Anything](#)." Collectively, Rob's YouTube videos have a total watch time of more than 50,000 hours.

Prior to joining The Princeton Review in 1999, Rob was a college admissions administrator for six years at Wagner College (New York City). He earned his B.A. in Political Science and History at Drew University (NJ), where he serves on the university's Board of Trustees. Rob lives in Manhattan, where he occasionally conducts historical walking tours of New York City for Sweet City Tours, a company he founded. Follow his Tweets at [@RobFranek](#)

Rob's 2019-20 television interviews include:

CHEDDAR TV

May 1, 2020 "Colleges September Prospects" <https://tinyurl.com/y8nn9taa>

CNBC On the Money with Becky Quick

Dec 13, 2019 "Small Colleges at Risk" <https://www.cnbc.com/video/2019/12/13/small-colleges-at-risk.html>

CNBC Worldwide Exchange

Aug 5, 2019 "Best 385 Colleges" <https://tinyurl.com/rsxl433>

CNN/HLN On The Story with Lynn Smith

Aug 21, 2019 "College Recruiting" https://www.youtube.com/watch?v=sCY50ImY_qM

NBC TODAY

Oct 17, 2019 "Best 385 Colleges" https://www.youtube.com/watch?v=fGTNmiJa_EU

Note: Franek is pronounced "FRAN-ik"

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