



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. He has visited hundreds of high schools, colleges, and universities during his tenure with The Princeton Review, and he says his interactions with students, parents, educators and administrators are among his most rewarding professional experiences.

Rob is the author of several books, including the forthcoming [The Best 386 Colleges](#) (August 2020), [The Best Value Colleges](#) (February 2020), [College Admission 101: Simple Answers to Tough Questions About College Admissions & Financial Aid](#) (May 2018), and [Colleges That Create Futures](#) (May 2017). He is also 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 conference, and delivered commencement addresses at universities.

Rob has appeared on NBC "Today" more than two dozen times, and guested on ABC, CBS, CNN, FOX, and NPR programs. (Links to some of his 2019-20 television interviews are below.) He also hosts popular video series available on The Princeton Review's YouTube channel. Among them: a [COVID-19 Series](#), [College Admission 101 Learning Playlist](#) and [Ask Us Anything](#) series.

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](https://twitter.com/RobFranek)

Some of Rob's 2019-2020 television interviews include:

NBC TODAY

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

CNBC On the Money with Becky Quick

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

CNBC Worldwide Exchange

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

CNN/HLN On The Story with Lynn Smith

Aug 21, 2019 "College Recruiting" https://www.youtube.com/watch?v=sCY50lmY_qM

CHEDDAR TV

May 1, 2020 "Colleges September Prospects"

<https://cheddar.com/media/colleges-brace-for-drop-in-enrollment-as-they-grapple-with-when-to-reopen>

TEEN KID NEWS

January 5-11, 2019 "ACT vs SAT" <https://teenkidsnews.com/video/watch-teen-kids-news-full-episode-january-4th-january-11th-2019/>

Note: Franek is pronounced "FRAN-ik"

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