



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 sourced expert on colleges and higher education. Over his 27-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: [College Admissions During COVID](#) (October 2020), an updated edition of his [College Admission 101](#) (May 2018), [The Best 386 Colleges](#) (August 2020), and [The Best Value Colleges](#) (February 2020). 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 at The Princeton Review, Rob is the publishing director of a line of more than 150 books. Available from Penguin Random House, the line includes test-prep guides, college and graduate school admission resources, and study aids. Rob also 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 administrators and students for its annual college and graduate school rankings.

Rob gives dozens of lectures and presentations a year. Among them are keynote addresses at national and regional conferences as well as college night events at high schools for students, parents, and teachers. He has delivered commencement addresses at universities and chaired panels at the National Association for College Admission Counseling conferences.

Rob has appeared on NBC TODAY more than two dozen times, as well as on ABC, CBS, CNN, FOX, NPR and PBS programs. (Links to some of his national broadcast interviews are below.) He hosts several of The Princeton Review video series on YouTube.com. Among them are his [COVID-19 News & Updates](#), a series which features more than 100 videos and which has received hundreds of thousands of views. Rob's other YouTube video 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 in New York City. He earned his B.A. in Political Science and History at Drew University (NJ), and 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](#)

Some of Rob's national broadcast interviews in 2019-21 are:

WESTWOOD ONE RADIO Jim Bohannon Show

January 29, 2021 "Changes to the SAT" <https://tinyurl.com/us6ezb>

NBC TODAY

November 10, 2020 "College Admissions During COVID" <https://tinyurl.com/yxn9mjjs>

TEEN KID NEWS

May 16, 2020 "Differences Between the SAT and ACT" <https://tinyurl.com/yxvbkdlo>

CHEDDAR TV Closing Bell

May 1, 2020 "Colleges Grapple with Fall Re-Openings" <https://tinyurl.com/y8nn9taa>

NBC TODAY

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

Note: Franek is pronounced "FRAN-ik". An image of Rob is available for download [here](#)

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