



About Rob Franek



Rob Franek, Editor-in-Chief at [The Princeton Review](#)[®], is a nationally sourced expert on colleges and higher education. Over his 30-year career, he has been a test-prep tutor, college admissions administrator, editor, publisher, author, lecturer, and video host. He has authored four books and overseen the publication of dozens of others. He has directed nearly 100 of The Princeton Review's national surveys and delivered keynote addresses at several education conferences. However, Rob cites his interactions with students and teachers as his most inspiring professional experiences.

These have been far-reaching and numerous. Since 1992, Rob has visited more than 1,200 high schools and more than 1,000 colleges and graduate schools.

Rob is author of: [The Best 388 Colleges](#) (2022), [College Admission 101](#) (2022), [The Best Value Colleges](#) (2020), and [Colleges That Create Futures](#) (2017). He co-authored [If the U Fits: Expert Advice on Finding the Right College and Getting Admitted](#) (2014) and wrote the foreword to [The College Wellness Guide](#) (2021). This year, he directed the publication of [The Ultimate Guide to HBCUs](#) (2022) by Dr. Braque Talley and the Staff of The Princeton Review.

As The Princeton Review's Editor-in-Chief, Rob oversees the company's [line](#) of more than 150 books published by Penguin Random House. He directs The Princeton Review's surveys of administrators and students for its annual school rankings as well as its surveys of college applicants and parents for the company's [College Hopes & Worries Survey](#), now in its 20th year, and its [College Administrator Summer Survey](#), now in its 3rd year.

Rob has hosted more than 125 education videos that have collectively received more than a million views. Posted on The Princeton Review's [YouTube channel](#), they comprise four series: [Test Prep Tips & Strategies](#), [Key Concepts for Spring 2022 AP Exams](#), [COVID-19 News and Updates](#), and the [College Admission 101 Learning Playlist](#).

Rob is also a frequent lecturer. He gives more than 100 talks a year on finding one's *best-fit* college to audiences of high school students, their parents, and counselor/advisors. He has chaired panels at the National Association of College Admission Counseling (NACAC) conferences and delivered keynotes at many of its regional conferences. He is also honored to have been chosen to deliver commencement addresses at three universities.

Members of the media that have sourced Rob include reporters from *The Chronicle of Higher Education*, *The New York Times*, and *The Washington Post*. He has guested on hundreds of broadcasts including nearly 30 appearances on NBC TODAY. He has also been interviewed on ABC, CBS, CNN, FOX, and PBS, as well as NPR, and Japan's NHK WORLD. 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 the university's Board of Trustees. Prior to joining The Princeton Review in 1999, Rob was a college admissions administrator for six years at Wagner College (NY). A resident of Manhattan, NY, he is an avid runner and a New York history buff.

Some of Rob's national interviews in 2021-22 include:

- NBC TODAY, "The Best 388 Colleges," August 18, 2022, [link TK]

- 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

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

About The Princeton Review

[The Princeton Review](#)[®] is a leading tutoring, test prep, and college admissions services company. Every year, it helps millions of college- and graduate school-bound students achieve their education and career goals through its: online and in-person courses delivered by a network of more than 4,000 teachers and tutors; online resources; more than 150 print and digital books published by Penguin Random House; and dozens of categories of school rankings. Founded in 1981, The Princeton Review is now in its 41st year. The company's [Tutor.com](#) brand, now in its 21st year, is one of the largest online tutoring services in the U.S. It comprises a community of thousands of tutors who have delivered more than 21 million one-to-one tutoring sessions. The Princeton Review is headquartered in New York, NY. The Princeton Review is not affiliated with Princeton University. For more information, visit [PrincetonReview.com](#) and the company's [Media Center](#). Follow the company on Twitter ([@ThePrincetonRev](#)) and Instagram ([@theprincetonreview](#)).

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