

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-known expert on higher education. Over his 24-year career, he has been a college admissions administrator, teacher, publisher, lecturer, and author. He is also a true college *aficionado*. He visits over 50 colleges a year and says his interactions with students, faculty, and administrators have been his most rewarding professional outreaches.

Rob is author of six books. They include *College Admission 101: Simple Answers to Tough Questions About College Admissions & Financial Aid* (May 2018), and two annual guides, *The Best 384 Colleges* (August 2018) and *Colleges That Pay You Back: The 200 Schools That Give You the Best Bang for Your Tuition Buck* (January 2018). He also authored *Colleges That Create Futures: 50 Schools That Launch Careers by Going Beyond the Classroom* (2nd Edition May 2017) and co-authored *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 Books, Rob has been the publishing director of a line that numbers more than 150 titles. Available from Penguin Random House, it includes test-prep guides, college- and graduate school- resources and study aids. Rob also directs The Princeton Review surveys of college administrators and of students in colleges, business schools, and law schools upon which the company bases its annual school rankings.

As a lecturer, Rob gives dozens of presentations a year to audiences of teachers, parents, and students on college topics. He has also delivered commencement addresses at universities, keynote talks at national conferences, and led panels at the National Association for College Admission Counseling conferences that have drawn standing room only audiences.

Rob has been sourced by media from *The New York Times* and *The Wall Street Journal* to *The Chronicle of Higher Education*. His broadcast appearances include over two dozen guest segments on NBC "TODAY," plus interviews on ABC, CBS, CNN, FOX and NPR programs.

Prior to joining The Princeton Review in 1999, Rob was a college admission administrator at Wagner College (New York City) for six years. He earned his B.A. at Drew University in Political Science and History, and is a member of the university's Board of Trustees. A lifelong history buff, he conducts historical walking tours of New York City for Sweet City Tours, a company he founded. Rob, 46, lives in Manhattan. Follow his Tweets at [@RobFranek](https://twitter.com/RobFranek).

See Rob in some of his national television interviews in 2017-18:

CNBC "On the Money with Becky Quick"

Apr 7, 2018 "College Hopes & Worries Survey - 2018" <https://tinyurl.com/yb3xmfnp>

CNN/HLN "Weekend Express with Lynn Smith"

Jan 20, 2018 "Colleges That Pay You Back" <https://tinyurl.com/ydynmjts>

Oct 15, 2017 "Surviving College Admissions: " <https://tinyurl.com/y7hgk8md>

NBC "TODAY "

Aug 7, 2018 "The Best 384 Colleges" <https://www.princetonreview.com/college-rankings/best-colleges/video>

Aug 1, 2017 "The Best 382 Colleges" <https://www.youtube.com/user/ThePrincetonReviewUS>

Jan 31, 2017 "Colleges That Pay You Back" <https://tinyurl.com/yc4udmz4>

NBCTODAY.com/Parents

Jan 31, 2017 "11 College Admissions Tips We Learned from the Editor of The Princeton Review" <https://tinyurl.com/yc4udmz4>

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Note: Franek is pronounced "FRAN-ik"