

About Rob Franek

Editor-in-Chief, [The Princeton Review](#)



A national expert on colleges and higher education, Rob is a publisher, editor, author, lecturer, media contributor, and former college admissions administrator. His career in education spans 34 years.

As Editor-in-Chief at [The Princeton Review](#)[®], he oversees its [line](#) of 150+ Princeton Review books—from test-prep guides to study aids—that are distributed by Penguin Random House. Rob also directs The Princeton Review's annual surveys of students, parents, and school administrators.

It is his interactions with students, parents, educators, and counselors, however, that Rob cites as his most inspiring professional experiences. Over the years, he has visited more than 1,200 high schools and more than 1,000 colleges and graduate schools. He gives more than 100 talks a year to audiences of students, parents and counselor/advisors and he has delivered commencement addresses at three universities. He also presents keynotes and chairs panels at regional and national education conferences including the National Association of College Admission Counseling (NACAC) conference.

Rob is author of four books: *The Best 391 Colleges* [[link to B391 release in Media Center](#)], *The Best Value Colleges*, [College Admission 101](#), and [Colleges That Create Futures](#). He also oversaw the publications of [The Ultimate Guide to HBCUs](#) and [The College Wellness Guide](#).

As director of The Princeton Review's surveys, Rob has polled millions of college and graduate school students for the company's annual school rankings. Based entirely on student's ratings of their schools, the rankings are tallied in dozens of categories. He also directs the company's [College Hopes & Worries Survey](#) of college applicants and their parents, now in its 23rd year.

Rob has hosted 140+ videos on The Princeton Review's [YouTube channel](#) which collectively have received more than a million views. Among them: [2025 Best Value Colleges](#), [The ACT is Changing: 5 Things to Know](#), [3 DOs + 2 DON'Ts for Taking the Digital SAT](#), and [SAT vs ACT: How to Choose the Right Test](#).

Sourced on college topics by the AP, *New York Times*, *Chronicle of Higher Education*, and other media, Rob has also been a guest on hundreds of broadcasts including more than 30 appearances on NBC TODAY. Hoda Kotb, the show's former co-anchor, once introduced him saying “*He talks. We listen!*” He has also appeared on ABC, CBS, CNN, FOX, NPR, PBS, and NHK (Japan) as well as *Teen Kids News*, an Emmy-award winning syndicated show.

Rob earned his B.A. at Drew University (NJ) and serves on its Board of Trustees. Prior to joining The Princeton Review in 1999, he was a college admissions administrator at Wagner College (NY) for six years. A resident of Manhattan, Rob is a New York City history buff and an avid runner.

Some of Rob's 2024–2025 national media interviews include:

- [NBC TODAY](#), "What to Know When Applying to Colleges" March 4, 2025, <https://tinyurl.com/bde7e4yv>
- [NBC TODAY](#), "Making the College List," October 7, 2024, <https://tinyurl.com/yc8avzjb>

- [CNBC](https://tinyurl.com/5n6mbvjc), "On Decision Day, More High School Seniors Choose a College Based on Cost," May 3, 2025, <https://tinyurl.com/5n6mbvjc>
- [TEEN KIDS NEWS](https://tinyurl.com/v9ha633k), "AP Exams Going Digital," February 8, 2025, <https://tinyurl.com/v9ha633k>

About The Princeton Review

[The Princeton Review](https://www.princetonreview.com)® is a leading tutoring, test prep, and college admissions services company. Every year, it helps millions of college- and graduate school-bound students as well as working professionals achieve their education and career goals through its many education services and products. These include online and in-person courses delivered by a network of more than 4,000 teachers and tutors; online resources; a [line](#) of 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 44th year. The company's [Tutor.com](https://www.tutor.com) brand, now in its 25th 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 28 million tutoring sessions. The Princeton Review, headquartered in New York, NY, is not affiliated with Princeton University. For more information, visit [PrincetonReview.com](https://www.PrincetonReview.com) and the company's [Media Center](#). Follow the company on [Instagram](#) (@theprincetonreview), [LinkedIn](#) (the-princeton-review), and [YouTube](#) (@ThePrincetonReview).

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Franek is pronounced FRAN-ik.

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