Business Insider: Corporate America’s toughest job? Being COO during the tariff whiplash

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Rob Lalka, Albert Lepage Professor in Business, was interviewed by Business Insider for a story about the impact of the Supreme Court's ruling that IEEPA tariffs enacted by President Trump are illegal.

> Now, with the fate of Trump's tariffs up in the air, COOs are experiencing the kind of whiplash that can be debilitating, said Lalka, especially for those at startups and small businesses with limited resources.
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> "They're the ones who are often working with the thinnest margins," he said.

To read the story in its entirety, visit businessinsider.com:

https://www.businessinsider.com/coo-job-is-especially-challenging-with-tariff-uncertainty-scotus-2026-2