

Military Spouse Honored by White House as an Entrepreneur “Champion of Change”

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Military spouse [Adrianna Domingos-Lupher](#) was shocked the day she first thought she’d never be able to piece together any sort of career or professional identity because she chose to marry a military man. But instead of resigning herself to that future, she took her two degrees from UNC Chapel Hill and converted them into a dream career not only for herself, but for the other military spouses she would employ through her very own business.

As a result of her work launching ground-breaking programs for military spouses through her companies [MSB New Media](#)™, [SpouseBox](#)™, and [NextGen MilSpouse](#)™ Tampa-based business owner Adrianna Domingos-Lupher is among a handful of recipients being honored by the White House this Wednesday as an *Entrepreneur Champion of Change*.

The White House Champions of Change program was created as an opportunity for the White House to feature individuals doing extraordinary things to empower and inspire members of their communities. The Champions have distinguished themselves by continuing to serve our country through their successful small businesses and non-profits that create jobs, spur economic growth, and help their communities. The award ceremony on Wednesday, August 27, 2014 will showcase each of the honorees and highlight the importance of their work. The program will feature remarks by Dr. Jill Biden and will also feature Daymond John, Kevin O’Leary, and Robert Herjavec, from ABC’s Emmy Award-winning TV show Shark Tank.

msbnewmedia

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milspouse

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Domingos-Lupher credits the rise of social media for connecting her to the other 1.1 million military spouses across the globe and for allowing her to make the transition from freelancer to CEO. By first launching a military spouse blogging network, and then a media company, social media became a powerful platform for both connecting and kickstarting a profitable career as a freelance writer, social media consultant, content creator, and ultimately, an entrepreneur.

“Military spouses are a field of really incredible people to collaborate with, but Adrianna is by far one of my favorite.”

- Reda M. Hicks

2013 Army Military Spouse of the Year

Says Domingos-Lupher of the transition, “When Carmen Grant and I decided to launch MSB New Media in 2012, we modeled our Military Spouse Blogger Network on other successful organizations connecting bloggers with opportunities to earn money from their writing. What those organizations did for mom bloggers and women’s lifestyle bloggers, we dedicated ourselves to doing for military spouses.”

Soon, her passion for helping military families translated into political, educational, and nonprofit work. Adrianna Domingos-Lupher had a significant role in the development of the Military Spouse CEO Experience for military family entrepreneurs, and Homefront Rising, a nonpartisan political training event for military spouses interested in running for Congress.

Her work hasn't gone unnoticed in military family circles either, where she's a recognized resource. "Adrianna is exactly the kind of person you want on your team--motivated, encouraging, creative. She can be a leader or a utility player, she can parse the big picture or the minutiae. She's focused enough to give it everything she's got, but cares enough to ask about your day, your family, or your favorite sitcom. Military spouses are a field of really incredible people to collaborate with, but Adrianna is by far one of my favorite. I work with her every chance I get." Says Reda Hicks, 2013 Army Military Spouse of the Year.

The event honoring the Champions of Change will be live streamed on the White House website on Wednesday, August 27, 2014 at 1:00 PM ET at www.whitehouse.gov/live.

To learn even more about the White House Champions of Change program, visit www.whitehouse.gov/champions.

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