



DLSU-D iCON

Inspiring Conversation with Alumni

Coding a Greener Future:

A Dubai-based Alumna's Mission to Merge Digital Growth with Environmental Change

BEA BAGAC

B.S. in Tourism Management, Class of 2015

Chief Executive Officer, GoMommy.ae

Finalist, Global Filipino Icon 2025

Winner, UAE's Next Mastermind 2025 Outstanding Sustainability Startup Excellence Award

As the world celebrates International Women's Month, DLSU-D iCon proudly shines a spotlight on an alumna whose entrepreneurial vision is not only reshaping the digital landscape but also championing sustainability. Bea Bagac, a proud Lasallian and a trailblazing entrepreneur in Dubai, is the founder of GoMommy.ae — a revolutionary platform that seamlessly integrates technology, business growth, and environmental advocacy.

The Road to Tourism and Leadership

Bea's journey began with a profound passion for hospitality and tourism, leading her to pursue a degree in Tourism Management at De La Salle University- Dasmariñas. Her choice of study was fueled by an innate curiosity about cultures, customer service, and business innovation. She saw an opportunity to be part of an industry that thrives on meaningful experiences and service excellence.

During her time at DLSU-D, Bea actively engaged in leadership roles, most notably serving as an officer of the College of Tourism and Hospitality Management Student Council.



These experiences honed her skills in teamwork, communication, and problem-solving. Organizing student events, collaborating with industry professionals, and advocating for



student initiatives strengthened her resilience and strategic thinking—qualities that would later define her entrepreneurial path.

Beyond the classroom, Bea embraced hands-on learning through industry immersions and real-world business simulations. Her academic program emphasized practical applications, preparing her for customer engagement, operations management, and business development. A defining moment in her journey was her international internship and cultural exchange experience in the United States. Working in hotel operations and guest relations, she developed adaptability, cultural sensitivity, and professionalism—critical skills that later became invaluable in her corporate and entrepreneurial roles.

Career Journeys: Triumphs and Trials

Upon graduating, Bea embarked on a diverse professional journey that enriched her business acumen. Her role as a Merchant Acquisition Specialist at Voyager Innovations Inc. (a subsidiary of Smart Communications) introduced her to the fast-evolving world of digital commerce and fintech. Here, she gained expertise in business development, partner relations, and technological integration—key elements she would later incorporate into her own startup.



Transitioning into an Account Executive role at Storeminder Philippines Inc. (DEMOPOWER), Bea gained exposure to brand promotions and customer engagement. This experience deepened her understanding of marketing strategies, sales negotiations, and product positioning.



Her background in hospitality brought her to City of Dreams Manila as a Front Desk Receptionist, where she refined her skills in high-pressure customer service. Yet, driven by a desire to explore the digital sphere, she took a bold step into the tech industry as a Sales Executive at LYKA APP, immersing herself in social media marketing, user engagement, and digital transformation—knowledge that would soon become the foundation of her entrepreneurial success.



A Leap of Faith: Establishing a Business in Dubai

Relocating to Dubai marked a pivotal chapter in Bea's life. More than just a geographical move, it was a courageous leap into the unknown. Establishing herself in a foreign country required cultural adaptation, building a new professional network, and navigating complex business regulations.

Determined to make a lasting impact, Bea co-founded GoMommy.ae, a user-friendly platform designed to empower small businesses, particularly mothers and women entrepreneurs. Recognizing the challenges many aspiring business owners face in establishing an online presence, she envisioned a solution that simplified website creation and digital branding.



"We see your business as a seed ready to grow," Bea shares. "Like a tree nurtured to thrive, our platform helps you build and develop your website, providing the tools you need for success. Let us be the foundation where your business takes root and flourishes." Beyond its digital offerings, GoMommy.ae is committed to environmental sustainability. For every website created, a tree is planted through the One Billion Tree-Planting Initiative (OBTI) by The Storey Group in the UAE. Clients even receive a 3D GPS tracker to monitor their tree's progress, reinforcing their role in fostering environmental responsibility.

"I had moments of doubt, but I reminded myself that every challenge was an opportunity to grow. I learned, adapted, and kept moving forward—just as I was taught during my time at DLSU-D."

Overcoming Challenges with Resilience

Despite her vision and determination, Bea faced several challenges in building her business. Lacking a formal background in web hosting or digital platform development, she turned to self-learning, sought mentorship from industry experts, and refined her skills through hands-on experience.

"Starting was the hardest part," she recalls. "I had moments of doubt, but I reminded myself that every challenge was an opportunity to grow. I learned, adapted, and kept moving forward—just as I was taught during my time at DLSU-D."



"Her perseverance paid off when GoMommy.ae won the Outstanding Sustainability Startup Excellence Award at UAE's Next Mastermind 2025, an exclusive event that honored visionaries, investors, and entrepreneurs shaping the industry. The prestigious awards ceremony brought together key players from the global business landscape, further solidifying the UAE's position as a leading investment hub.

A Global Filipino Icon in the Making

Adding to her list of achievements, Bea is, as of this writing, a finalist for The Global Filipino Icon Awards 2025—a prestigious annual event that recognizes exemplary Filipinos making a profound impact in their respective industries and communities. The awards celebrate individuals whose contributions and inspiring stories embody Filipino excellence, leadership, and service abroad. The winners will be announced on April 5, 2025, in a ceremony attended by some of the most influential Filipino leaders and innovators worldwide.



A Lasallian Leader Inspiring the Future

Beyond her business success, Bea remains dedicated to uplifting others. As an active member of the Dubai Business Women Council and a mentor to aspiring entrepreneurs, she continues to inspire a new generation of leaders. She believes that true success is measured not just by personal achievements but by the impact one leaves on others.

Her advice to young dreamers? "Never give up and always have faith. Challenges will come, but your vision and purpose will guide you. Pursue what makes you happy, and never be afraid to innovate."

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Building a Legacy of Empowerment and Sustainability

Looking ahead, Bea envisions GoMommy.ae expanding its reach to more countries, empowering countless entrepreneurs while contributing to global reforestation efforts. She hopes her story serves as a beacon of inspiration—proving that with passion, resilience, and a heart for service, anyone can create meaningful change.

As we honor women who break barriers and shape industries, Bea Bagac stands as a shining example of Lasallian excellence in action. Her journey from a DLSU-D student to a global entrepreneur is a testament to the power of innovation, faith, and purpose-driven leadership. With every website built and every tree planted, she continues to make the world a better place—one digital seed at a time.

