



World Credit Congress & Exhibition
The Global Summit for Credit and Collection Professionals
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Baker Maseko

Baker obtained his Junior Degree in Law from the University of the Western Cape and is currently pursuing his Senior Degree in Law. He is also a Liquidator duly appointed by the Master of the Supreme Court of SA. Baker co-founded New Integrated Credit Solutions and he is still the Chairman. Prior to setting up NICS Baker was the Executive Deputy Chairman and co-founder of Azaguys Advertising and Marketing. He was responsible for strategy and business development in the mass market. He was also joint Agency Head and joint Head of Strategy for the African National Congress, National Election Campaign 1999. Baker serves on various Boards. Currently Baker gives back to the industry by serving as a Board Member of the Industry Self Regulating Board ADRA (Association of Debt Recovery Agencies) and also serve as a Councilor on the Statutory Council for Debt Collectors. Baker also gives back to the community via his Family Trust - BMJ Family Trust - a Discretionary Investment Trust - where he serves as a Trustee.