

Jesse Lore

Checked
October 21, 2026

Founder and CEO of Green Wave EV

New Hampshire entrepreneur and accessible transportation specialist. Green Wave EV is an independent dealership selling used electric vehicles and plug-in hybrids; it also offers charging solutions. [3] [8]

Education

M.A. New York University — Master of Arts. [1]

MBA · 2022 Antioch University; studies focused on sustainable business. [7] [8]

Professional background

Early career Supported people with disabilities in the nonprofit sector. Spent six years at Easter Seals in New Hampshire and New York; developed a passenger assistance training program for taxi drivers in New York City and Washington, D.C. [5]

2012 Moved into the accessible vehicle industry. Worked with regulators and taxi fleets to expand wheelchair-accessible taxi services. [5]

By 2019 Vice president of sales and service at MobilityWorks. Founded its social responsibility committee and supported employee education, volunteering, and lower energy use. [5] [11]

2021 Bought his first electric car, a Ford Mustang Mach-E. [1] [2]

Late 2022 Left his job and registered Green Wave Electric Vehicles. [2]

January–February 2023 Bought the first cars in January and opened to customers in February. Started the business with his father. [8]

Awards and recognition

2024 Green Wave EV — Small Business NH Energy Champion Award, Clean Energy NH. [14]

2025 Green Wave — an Eastern Region finalist in Recurrent's Best Places to Buy a Used EV program. [13]

2026 Jesse Lore — CEO Environmental Leadership Award, Alnoba. [1]

Outside work

Rock Street, a family hip-hop band featuring Jesse, his wife Melissa, and their two children, performed at TEDxPortsmouth in 2019. His interests include kayaking and skiing. [1] [11]

Green Wave EV: the business

Green Wave Electric Vehicles (Green Wave EV) is an independent seller of used electric vehicles and plug-in hybrids in New England. It helps customers choose a vehicle and arrange home charging. It does not manufacture vehicles. [2] [3]

Founding and leadership

Green Wave was registered in late 2022. According to Jesse, after his former employer turned down his proposed project, he left his executive role and started the business with his father. He drew on his retirement savings, rented a space, and secured a line of credit. They bought their first cars in January 2023 and opened to customers in February. [2] [8]

Jesse Lore	Founder and chief executive officer (Founder / CEO). [3]
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Mark Lore	Co-founder and chief operating officer (Co-Founder / COO). [3]
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Company growth

February 2023	Sales began at the first location, in North Hampton, New Hampshire. [8] [16] [27]
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2025	About 500 vehicles sold during the year — the figure Jesse gave in his opinion column on January 6, 2026. [9]
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April 22, 2026	Grand opening of the second location, in Salem, Massachusetts. The date comes from an event announcement by participating radio station 92.5 the River. [25]
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October 19, 2026	The university profile reported more than 1,500 vehicles sold since opening, two locations, and more than 12 employees. These are published figures about the company, not audited financial statements. [8]
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Vehicles sold

The company sells used fully electric vehicles (EVs) and plug-in hybrids (PHEVs). Brands listed in its inventory on October 21, 2026, included Ford, Hyundai, Honda, Audi, Nissan, Kia, Toyota, and Chevrolet. These are examples, not a complete list of vehicles in stock; availability changes. [2] [20]

Jesse's public roles

Board member of NH Businesses for Social Responsibility; involved in its Measure What Matters committee since 2019. [5]

Business sector representative on the NH State Coordinating Council for Community Transportation; chaired the council from 2022 to 2024. [6]

Choosing, buying, and servicing a car

The company describes its approach as educating and guiding customers. Consultations cover everyday driving, budget, and the ability to charge at home, followed by help choosing between a fully electric vehicle and a plug-in hybrid. The team page states that sales staff receive no commissions, specialists receive regular training, and one person handles each purchase from start to finish. [3]

Advice and test drives	Advice, help choosing a vehicle to suit the customer’s driving and budget, and a test drive. Appointments can be requested through the website. [3] [15]
Finding a specific car	If a suitable car is not in stock, Concierge Purchase offers a search through wholesale sources and off-lease vehicles, review of the options with the customer, delivery, and preparation. A deposit and separate terms apply. [21]
Battery condition	The company says it provides a battery report for every used EV, with a specialist explaining the findings before purchase. Winter range and charging are also discussed. [3]
Home charging	The company arranges installation by licensed electricians in New Hampshire, Massachusetts, and Maine. Feasibility is assessed using photographs of the electrical panel and parking space. The usual service area is roughly an hour’s drive from North Hampton; travel farther away may cost extra. [22]
Financing	The company’s finance department helps arrange financing; a preliminary credit application is available online. The cost of installing home charging can be included in the financing for the vehicle purchase. [22] [23]
Trade-ins	Customers can trade in their existing vehicle toward a purchase. The homepage explicitly includes both gasoline vehicles and EVs. A valuation is offered. [15]
Warranty	The stated free limited warranty lasts 30 days or 1,000 miles, whichever comes first. It covers mechanical faults; cosmetic issues and normal wear are excluded. Paid extended service contracts are available, including coverage for the high-voltage battery and charging systems. [24]
Inspection and servicing	Pre-sale inspection and preparation are confirmed. Any remaining manufacturer’s warranty continues to apply; repairs under it are carried out by a dealer for that brand. No separate, comprehensive list of repair services at Green Wave’s own locations is published. [21] [24]

Estimates of environmental impact

In his interview on January 27, 2025, Lore gave estimates of more than 1.1 million kg in avoided emissions and about \$500,000 in total customer savings. These estimates came from the founder himself. [12]

The interview does not explain the calculation method or the period covered. These are the founder’s estimates, not independently measured results or totals for the whole of 2025. [12]

Company contacts and programs

Contact details, hours, and services checked October 21, 2026.

North Hampton

New Hampshire

25 Lafayette Rd, Unit 2, North Hampton, NH 03862, USA

+1 603-379-9420

Hours. Mon–Fri 10:00–19:00; Sat 11:00–16:00; Sun closed.

Email. No work email for this location was found in the public materials checked.

[Open map](#) · [Dealership page](#) [16] [18] [19]

Salem

Massachusetts

207 Highland Ave, Salem, MA 01970, USA

+1 978-306-7340

Hours. Tue–Fri 10:00–19:00; Sat 10:00–17:00 according to the Contact page; Mon and Sun closed.

Email. No work email for this location was found in the public materials checked.

[Open map](#) · [Dealership page](#) [17] [18] [19]

Jesse Lore’s work email: jesse@greenwaveev.com. [6]

All hours are local U.S. Eastern Time. Salem’s Saturday hours differ between pages: Contact lists a 17:00 closing time, while the website’s structured information page lists 19:00. Call to confirm the closing time before visiting on a Saturday. [18] [19]

Salem’s phone number comes from its own location page. One section of Contact repeats the North Hampton number. When checked, the “Email” buttons on Contact led to a map, not an email address; the dealerships’ phone numbers are provided here. [16] [17] [18]

Website and inquiries: greenwaveev.com · [Contact page](#)

Social media: [Instagram](#) · [@greenwaveev](#) · [LinkedIn](#) · [Green Wave Electric Vehicles](#) [12] [26] [27]

Environmental and social programs

The company’s published commitments include a living wage — enough to cover basic living costs — for its full-time employees; help with health insurance; paid time off to volunteer; and planting 100 trees per customer through One Tree Planted. [4]

The university article dated October 19, 2026, reported that the total number of trees in Green Wave’s program passed 150,000 in summer 2026. This account of the program is based on information from the company. [8]

The website lists membership in NH Businesses for Social Responsibility and Clean Energy NH, along with work with the UNH Institute on Sustainability to develop sustainable business practices. In May 2025, Clean Energy NH held an event at Green Wave with test drives and discussion of energy issues. [4] [14]

The New Hampshire Bulletin article dated June 23, 2026, described Jesse’s offers to employees: an interest-free loan for a rental security deposit and payment of half their childcare costs. These are reported offers of assistance, not confirmation that every employee receives the same benefits package. [10]

Sources and date checked

Citation numbers, source titles, phone numbers, maps, and social media entries are clickable links.
Accessed: **October 21, 2026.**

1. Leadership Award Recipients — Jesse Lore, CEO
Environmental Leadership Award 2026
Alnoba · 2026

2. Green Wave's EV Story: A Local Business Built from the Ground Up
Jesse Lore / Green Wave EV · July 23, 2025

3. Meet the Team
Green Wave EV

4. Our Commitment to Sustainability
Green Wave EV

5. Our Board & Staff — Jesse Lore
NH Businesses for Social Responsibility

6. About Us — SCC Members / SCC Past Chairs
Keep NH Moving

7. A Versatile Addition to Your Professional Toolkit: Master of Business Administration (MBA)
Antioch University / Common Thread · October 18, 2022

8. Turning Purpose Into a Business
Antioch University / Common Thread · October 19, 2026

9. Cutting pennies from businesses while gutting NH's future is bad policy
Jesse Lore / NH Business Review · January 6, 2026

10. What makes New Hampshire business-friendly?
Tiffany Brewster / New Hampshire Bulletin · June 23, 2026

11. Melissa Lore / Rock Street Band
TEDxPortsmouth · 2019

12. #40 Jesse Lore: Green Wave Electric Vehicles! Making EV's happen in the Granite State
Andy DeMeo / Granite Goodness · January 27, 2025

13. Recurrent Announces 2025 Best Places to Buy and Best Used EV
Andrew Garberson / Recurrent · January 29, 2025

14. Charge Forward with Green Wave EV
Clean Energy NH · Event: May 8, 2025; includes information about the 2024 award

15. Green Wave EV — homepage, test drives, and trade-ins
Green Wave EV

16. North Hampton — location page
Green Wave EV

17. Salem — location page
Green Wave EV

18. Contact — contact details and hours for both locations
Green Wave EV

19. Green Wave EV LLM Info — structured information and opening hours
Green Wave EV · Updated June 2026

20. Vehicle Inventory — selection of vehicles
Green Wave EV

21. Concierge Purchase — finding a car on request
Green Wave EV

22. Home Charging — help with charging at home
Green Wave EV

23. Finance — financing
Green Wave EV

24. Warranty — limited warranty and service contracts
Green Wave EV

25. River Roadies at Green Wave Electric Vehicles' Salem Grand Opening
92.5 the River · Event: April 22, 2026, 12:00–14:00

26. Green Wave Electric Vehicles — Instagram, @greenwaveev
Official company profile

27. Green Wave Electric Vehicles — LinkedIn
Official company page

Prepared for Natalia Zubkova's website using public biographies, interviews, and organizational websites. Statements about company practices and estimated figures are identified in the relevant entries. All sources were accessed on October 21, 2026.